MARCH 2, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Local boy makes good
business
...*via* SPOT-TV

Selling for *national* advertisers at the *local* level is child's play to the M. C. who makes tying a shoe-lace or washing behind the ears a special kind of fun for the children of the community. Kids know him as a pal and a swell guy. He's seen at all the best places in town— the supermarket right after the show, the Ladies Auxiliary in the afternoon . . . and the PTA that evening to discuss Spock. He's one of the biggest reasons why so many national advertisers consider SPOT-TV their *basic* advertising medium.

KOB-TV ..... Albuquerque
WSB-TV ..... Atlanta
KERO-TV ..... Bakersfield
WBAL-TV ..... Baltimore
WGN-TV ..... Chicago
WFAA-TV ..... Dallas
WNEM-TV ....Flint–Bay City
WANE-TV ..... Fort Wayne
KPRC-TV ..... Houston
WHTN-TV Huntington-Charleston
KARK-TV ..... Little Rock
KCOP ..... Los Angeles
WPST-TV ..... Miami
WISN-TV ..... Milwaukee
KSTP-TV Minneapolis-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KWTV ..... Oklahoma City
KMTV ..... Omaha
WTVH ..... Peoria
WJAR-TV ..... Providence
WTVD ..... Raleigh-Durham
KCRA-TV ..... Sacramento
WOAI-TV ..... San Antonio
KFMB-TV ..... San Diego
KTBS-TV ..... Shreveport
WNDU-TV South Bend-Elkhart
KREM-TV ..... Spokane
KOTV ..... Tulsa
KARD-TV ..... Wichita

Television Division

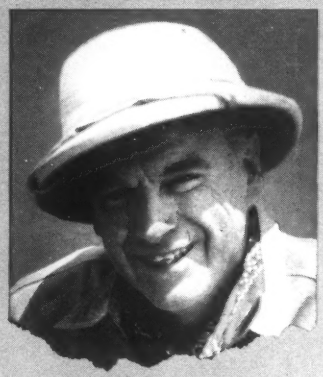
Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

DANGER

...is his business



John D. Craig's middle name, we suspect, is Danger. He's been chasing it, recording it on film and paper, for more than 30 years.

Col. Craig's life reads like one throat-clutching adventure after another: deepsea diver, big game hunter, aerial photographer, decorated combat flyer.

So he comes inordinately well-qualified to produce, host and narrate a new documentary tv series that fairly bristles with excitement.

It's titled, appropriately enough, *Danger is My Business,* and we've snapped it up for Los Angeles showing. Week after week, Col. Craig shows breath-taking true adventures of men in dangerous professions. Speedboat jockey, test pilot, bronc buster, shark doctor . . . brave men who daily risk their lives. From stalking man-eating tigers in Viet Nam . . . to fighting bulls in Spain . . . to treasure-hunting at the bottom of the Caribbean. Portraits in icy courage.

We believe that sponsorship of *Danger is My Business* —Wednesdays at 7 p.m.—is a great buy for *any* business.

1000 N. Cahuenga **KCOP** Hollywood 38, Calif.

13

Represented nationally by Edward Petry & Co., Inc.

BIG 11 REACH

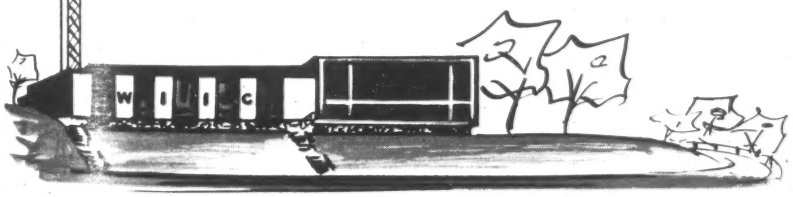
Participation in three key ½ hours one week, alternating with three other key ½ hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week . . $1200
3—CB per week . . . . . $ 900

WEEK A	WEEK B
Mon. 10:30 P. M. DIAL 999	Mon. 7:00 P. M. WHIRLYBIRDS
Tues. 7:00 P. M. HIGHWAY PATROL	Wed. 10:30 P. M. TARGET
Sat. 7:00 P. M. HONEYMOONERS	Fri. 7:00 P. M. UNION PACIFIC

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
BLAIR-TV

Lancaster
Harrisburg
York

is ONE TV market

when you use

WGAL-TV

WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

CLOSED CIRCUIT®

Rising Sun • Fast moving Consolidated Sun Ray Drug, which now owns WPEN-AM-FM Philadelphia, has contracted to purchase WALT Tampa for $300,000 and will file soon for new 10,000 w daytime station in Washington, D.C. area. WALT, on 1110 kc with 10 kw, is being purchased from owners Robert Wasdon, president-general manager, Emil J. Arnold and Jack Siegel.

Consolidated Sun Ray also had option, recently extended, for $800,000 purchase of WCKR Miami from Biscayne Television Corp., of which former NBC President Niles Trammell is directing head and 15% owner. This transaction, however, has been tied up in FCC reconsideration of ch. 7 grant to Biscayne (see CLOSED CIRCUIT, *Feb. 23).*

NBC-TV Programmer • Top agency tv executive David Levy (associate director and vice president in charge of talent and new programming at Young & Rubicam, New York), moves soon to NBC-TV in "executive capacity." For Mr. Levy, this will be departure from agency with which he's been associated since 1938. He's ex-radio writer *(We the People* and *Kate Smith Show* of late '30s), became tv supervisor in 1947 and received vice presidency in 1950. Mr. Levy was one of select cadre in Y&R's new radio-tv department (BROADCASTING, Jan. 12).

Boycott Problem • Legislation designed to plug loopholes in secondary boycott provisions of Taft-Hartley expected to reach Senate floor this week in form of amendment to S 76, to be offered by Sen. Carl T. Curtis (R-Neb.). Measure is of particular interest to broadcasters because of sponsor boycotts invoked by labor unions in recent past (WCKY Cincinnati and WKRG-AM-TV Mobile) and currently being invoked against WFBR Baltimore through efforts of AFTRA. Baltimore, incidentally, is new battleground for all-out organization effort by AFTRA with two stations involved in NLRB proceedings (WMAR-TV and WITH) (see story page 62).

Vote of Confidence • Five-year renewal of BMI performance rights licenses, which expire March 11, are "coming in like hot cakes" it's learned authoritatively. In excess of 4,000 licenses are involved for all types of broadcast stations aside from other users. Original BMI radio contracts were issued in 1941 and current contracts constitute third renewal since then. BMI licenses for radio are 1.2% of net time sales, with tv 10% less than the radio fees (BROADCASTING, Feb. 2).

Oversight Forecast • Although Chairman Oren Harris (D-Ark.) of revived House Oversight Subcommittee is keeping his own counsel, other committee members indicate that explosive proceedings of last year will be child's play in contrast to what's upcoming. While further inquiry into purported "fixing" in tv cases is not necessarily precluded, indications are that committee's primary targets will be other administrative agencies, particularly Civil Aeronautics Board and Securities & Exchange Commission. Last week, Chairman Harris received special appropriation of $200,000 plus, holdover balance of $13,000 from last year's oversight fund. All told, committee spent $297,000 last year.

Radio World Wide • Backers of Radio World Wide, radio program service supplying network-type programs but no advertising, will know where they stand afternoon of March 17. Meeting of station operators who have signed letters of intent, or who have shown interest in proposed new type of cooperative enterprise (BROADCASTING, Feb. 2), is scheduled during vacant spot in agenda of NAB's Chicago convention at Conrad Hilton Hotel.

Option Time • Victor E. Hansen, antitrust chief of U.S. Justice Dept., said last week department's opinion on legality of network option time would be submitted to FCC "very shortly." At Justice's request, FCC (with three dissents) last month sent to Justice findings that option time was reasonably necessary for networking. Question now is what course Justice will take if it decides option time is antitrust violation. Under Supreme Court decision last week in NBC-Westinghouse swap case (story page 29), Justice—not FCC—has primary responsibility to enforce antitrust laws.

Far-Flung Tv • NBC International, NBC division which is exploring investments in tv outlets overseas (already has interest in Brisbane, Australia, station), is eyeing South American market. Richard Berman, manager, international facilities, spent two weeks in South America this month and considers Argentina ready to break loose with privately-owned tv outlets, perhaps within six months. NBC International will explore possibility of investment there.

Clear Channels • Clear Channel Broadcasting Service, which has operated on Washington front for quarter of century to keep radio clear channels inviolate, will decide whether it will continue its Washington office at meeting in Chicago, March 15, before NAB convention. Hollis Seavey, director of Washington-based organization, has resigned, effective after FCC approval of his purchase of WCUM Cumberland, Md.

Question is whether CCBS will appoint successor to Mr. Seavey or leave Washington representation entirely in hands of its law firm, Kirkland, Ellis, Hodson, Chaffetz & Masters. Mr. Seavey's predecessors in post include Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville; late Allen Miller, who had been aide to Secretary of Commerce Harry Hopkins, and Ward L. Quaal, now vice president-general manager of Tribune *stations, WGN-AM-FM-TV Chicago.*

Posh Picket • AFTRA's talent-studded picket line at WFBR Baltimore boasted novelty in labor negotiations—one multiple station owner. Connie B. Gay, group station operator, drove over from Washington to join picketers. His $11,800 Cadillac pulled into two parking spaces near WFBR, sign was handed him as his chauffeur opened the rear door and he fell in line. Station-operator Gay, country music impresario, (see Our Respects to, BROADCASTING, Feb. 2), is board member of AFTRA.

Western Note • NBC-TV is thinking about putting live cowboys in as summer replacement for filmed cowboys. There's possibility weekly rodeo from Houston will take over Thursday 7:30-8 p.m. slot now occupied by western *Jefferson Drum.*

Dissenter No. 1 • Challenging veteran Comr. Robert T. Bartley as FCC's most persistent dissenter is neophyte Comr. Frederick W. Ford. Forty-nine-year-old commissioner, who assumed office Aug. 29, 1957, after having served at Dept. of Justice (1953-57) and as attorney on FCC staff (1947-53) is establishing track record as legal purist who wants regulations rigidly applied down line. Causing greatest consternation is his persistent position that all station transfers should be subject to comparative hearing, with FCC selecting what it believes to be best qualified operator based on comparative bids (virtual return to old Avco procedure which was dropped in 1952).

REACH HER FIRST IN DETROIT

with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-5940

Storer Broadcasting Company

Storer Television

WJBK-TV	WJW-TV	WSPD-TV	WAGA-TV	WITI-TV
Detroit	Cleveland	Toledo	Atlanta	Milwaukee

WEEK IN BRIEF

Spot radio is a means as well as an end • Gene W. Dennis, Potts-Woodbury, details campaign for client D-X Sunray Oil to prove that spot radio "can be made to work most efficiently when combined with personal selling." For the how and why of the healthy sales tan produced by D-X Sunray, see MONDAY MEMO. Page **23.**

Supreme Courts' two haymakers • High court (1) says that NBC must stand trial on antitrust and monopoly charges; (2) upholds state tax case that could prove real headache for national firms doing business within states. Page **29.**

Spot tv billing • Over the $500 million mark last year, fourth quarter total is highest quarter in history. TvB gives breakdown for fourth quarter. Reports top spot tv advertisers for 1958. Page **41.**

National spot radio off • Station Representatives Assn. reports gross national spot radio sales in 1958 were 1.9% behind 1957; fourth quarter drops 8%. Page **44.**

The case of a taped commercial • BBDO and U.S. Steel forge 2½ minute "auto industry" commercial in one day, put it on air 24 hours later. Page **48.**

Where the tall corn grows • Twelve stations of Iowa network and Colorado hookup have just about completed shifts to single (and flat) rate for national and local advertisers. Agency commission stays—save where station handles the agency's functions. Page **53.**

Disaster czar? • FCC Comr. Robert E. Lee tells presidents of state broadcaster associations they will live under dictatorial rule if nation is attacked. Voice of Democracy winners feted. Page **56.**

Hoegh on NAB convention program • Director of Civil & Defense Mobilization to discuss allocations at March 15-18 industry meeting in Chicago. First listing of program features scheduled during convention. Page **60.**

CBS-TV weighs nighttime rate change • May differentiate between those periods judged the more and the least desirable to advertisers. Page **62.**

Network regulation bill • Expected from Senate, it's introduced instead in House by Rep. Bennett. Proposal follows many recommendations made in Barrow report. Page **66.**

Program pressures • Do television networks require to be cut in on programs before buying them or placing them in prime spots? This question will be subject of FCC inquiry; Commission order names Cunningham to preside. Page **68.**

What talk's loudest at Loew's • Tv has been talked up a good deal at Loew's; now the money actually is coming in. Breakdown by share earnings. Page **76.**

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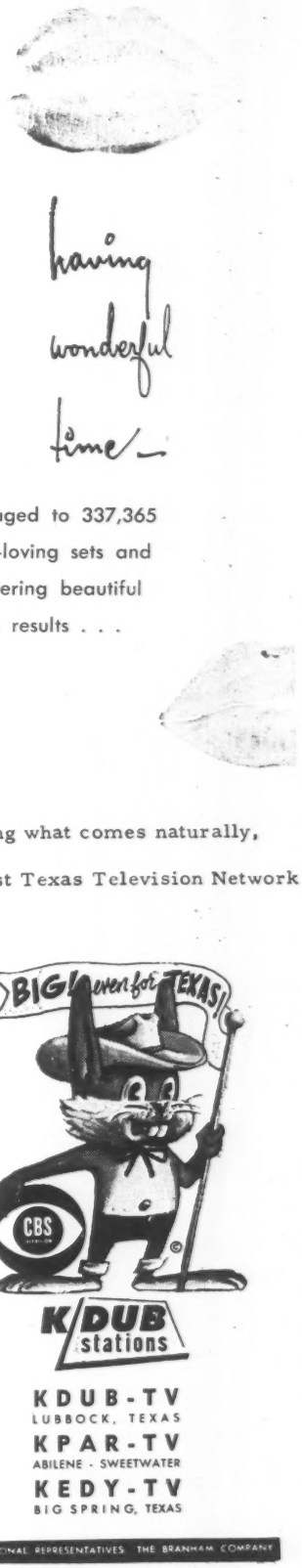


Exciting Production — Interesting Results

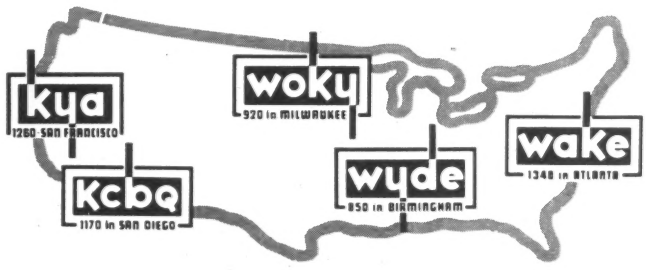
BARTELL FAMILY RADIO places a firm accent on audience attention. A wide range of service features, attractively produced, gives to each advertising message deeper impact, more definite response, greater **RESULTS.**

Audience dominance in each of our markets is only part of the Bartell Family Radio results story. Habitual audience reliance upon Bartell Family Radio for entertaining, honest program material —— performed with a touch of excitement — makes for **RESULTS** of interest to an advertiser.

That's why products that depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 29

CBS darkens u, takes Storer in Milwaukee

Another setback befell uhf television Friday with CBS announcement it would darken ch. 18 WXIX (TV) Milwaukee and affiliate Storer Broadcasting Co.'s ch. 6 WITI-TV there, effective April 1. Dr. Frank Stanton, CBS president, said decision to abandon WXIX "was made reluctantly and only after the most exhaustive efforts to compete successfully against the superior physical performance" of Milwaukee's three v's. But he said "we continue to believe that uhf can provide a satisfactory service under appropriate conditions" and that CBS will "look for opportunities to restore the full quota of uhf stations permitted under FCC regulations."

Decision to close came four months after CBS announced it would drop its other uhf station, ch. 18 WHCT (TV) Hartford, Conn. (BROADCASTING, Oct. 13). With WXIX dark, only one of four uhf stations originally owned by networks will still be in network operation—NBC's ch. 30 WNBC (TV) New Britain, Conn. NBC closed ch. 17 WBUF (TV) Buffalo last summer with explanation that single u could not compete with multiple v's—situation akin to that which CBS finds untenable in Milwaukee.

Dr. Stanton's announcement gave some clue to problems single uhf can face in predominantly vhf markets. Despite switch from ch. 19 to ch. 18 last fall to avoid technical interference, he said, WXIX "attracts only about 20% of the total television audience even within the Milwaukee metropolitan area, while the average CBS-TV network affiliate in a four-station market achieves a 33% share of audience." Where WXIX reaches about 341,000 homes, of which 258,000 are converted to uhf, Dr. Stanton said, CBS-TV's new affiliate reaches about 648,000. CBS has operated station for more than four years.

NBC officials had no comment on CBS WXIX decision, except to reiterate intentions to continue with WNBC.

ASCAP radio rates

Petition asking that ASCAP fix reasonable rates for radio stations served against that organization Friday (Feb. 27). Robert T. Mason, chairman of All-Industry Music Licensing Committee, announced action on behalf of 685 radio stations. Proceedings are being brought in U.S. District Court of Southern New York. Emanuel Dannett is counsel to all-industry committee.

Stations' action is being taken under terms of consent decree specifying that if ASCAP and stations are unable to reach agreement on rates, matter will be left to court and stations can continue under existing rates pending court determination.

FCC, Harris approach pay tv test agreement

FCC Friday (Feb. 27) released statement to Rep. Oren Harris (D-Wash.) agreeing in essence to congressman's resolution prohibiting FCC from authorizing pay tv except for "limited technical tests" (BROADCASTING, Jan. 19). FCC said Harris resolution "conforms essentially" with its planned approach but suggested amendments to clarify language.

Resolution would give Commission jurisdiction over wired as well as broadcast pay tv. FCC said this raises constitutional question of federal regulation of intrastate activities when wired service is wholly within single state. Also, Commission pointed out, Communications Act prohibits any charges for "technical" (experimental) tests and it would be necessary to make distinction between this operation and "technical" pay tv tests. Comr. Robert T. Bartley abstained from voting on opinion.

Also Friday, commissioners met in secret session with Rep. Harris' Commerce Committee on pay tv situation. No decisions were reached by either group and another meeting will be held before any action is taken. Among problems discussed were best ways to conduct and control tests and necessity of public hearings on Mr. Harris' H J Res 130. Rep. Harris formerly had planned to hold hearings in near future but this course of action now is not definite.

Mutual on the block

Marathon negotiations seeking to close deal for sale of Mutual network were still going at presstime Friday. Deal with Max Factor & Co., considered sure thing Thursday, collapsed early Friday morning, and Blair Walliser, MBS executive vice president, immediately went behind closed doors with three other prospects.

Davis Factor, board chairman of cosmetic company, went into New York Thursday after announcing on West Coast that sale was virtually set. Terms at time were said to involve assuming network's "heavy debts," paying little if any cash.

At least two threats hang over Mutual sale possibilities. One is Detroit court action restraining sale of F. L. Jacobs assets, though network denies it has specific application to Mutual. Other is possibility of move by Scranton Corp. Stockholders protective committee, which at week's end "had under serious study" matter of what action to take in event of sale. Mutual is direct asset of Scranton Corp., only an asset of Jacobs through that company's ownership in Scranton.

Screen Gems buys film-tape producer

Purchase of Elliot, Unger & Elliot Inc., New York, producer of filmed and videotaped commercials and nontheatrical film, is being announced today (March 2) by Screen Gems Inc., New York. Purchase price is not disclosed.

Simultaneously, SG reported that Joe Swavely and Dick Kerns, both in executive production capacities with Universal Pictures' commercial and industrial film department, have resigned to join EU&E and will direct West Coast production activities, working out of Columbia Pictures' lot. EU&E, which will serve as division of Screen Gems, owns two film studios at 414 W. 54 St. and videotape studio with two stages and one tape recorder at 210 E. Fifth St., both New York. EU&E formed in 1946 by Stephen Elliot, president, William H. Unger, secretary, and Michael Elliot, treasurer. Alfred Mendelsohn, formerly of Universal, is sales manager.

Democrats for L. A.

It's now official: Democratic Party will select its 1960 Presidential candidate in Los Angeles. Democratic National Committee, meeting in Washington Friday (Feb. 27), adopted recommendation of its Site Committee that nominating convention be held in West Coast city. Final vote, by 71-35, came after several hours of heated debate during which bids of Philadelphia (by 68-37 vote) and Chicago (by voice vote) were turned down.

AT DEADLINE

BBDO's billings fall below 1957 record

BBDO last year placed $203,224,000 in billings, Charles H. Brower, president of agency told 31st annual convention of BBDO in New York Friday (Feb. 27). Some 900 agency people attended convention. Mr. Brower said 1958 was "second most successful year" in BBDO history, surpassed only by agency's record billing of $210 million in 1957.

Also announced were promotions: Thomas C. Dillon, manager of Hollywood office to new post of treasurer; Robert L. Foreman, executive vice president in charge of plans board, who assumes additional responsibilities in charge of creative departments. Mr. Foreman takes over duties formerly held by Mr. Brower in creative area.

New western rep firm

George Baron, former vice president and station manager of KDAY Santa Monica, Calif., has been appointed vice president and principal of new station representative firm, B-N-B Inc. Time Sales, organized by Blanchard-Nichols and Assoc., West Coast advertising sales representative of national magazines and business publications. Mr. Baron will make his headquarters at B-N-B's Los Angeles office at 633 S. Westmoreland Ave. New firm also has opened San Francisco office at 900 Third St.

AFM open shop

Settlement agreement by WBKB (TV) Chicago and American Federation of Musicians—which could loosen AFM hold on musician hiring and firing throughout broadcasting — reported Friday. Station and union agreed not to make AFM membership condition of employment of musicians in short not to maintain musicians' closed shop. Case was started before NLRB by two musicians who alleged they were fired by WBKB at request of local AFM. Under NLRB-approved settlement, AFM must pay each musician $1,520.

'Trib's' network

New York Herald Tribune today (March 2) is announcing formation of Herald Tribune radio network of three state stations with possibility of fourth. Paper and stations (WVIP Mt. Kisco, WVOX New Rochelle, WSKN Saugerties), united through common association with Plymouth Rock Publishing Co. (J.H. Whitney), will have cooperative news arrangement. Stations are owned by VIP Radio, a partnership of Martin Stone and Plymouth Rock.

WEEK'S HEADLINERS

Mr. Lanigan

JOHN B. LANIGAN, v.p. and account supervisor Compton Adv., N.Y., appointed v.p. and general manager of Videotape Products of New York Inc. Mr. Lanigan's addition to firm came as tv tape production house stepped up activity in commercial field (also see U.S. Steel—BBDO tape story, page 48). Before he joined Compton in 1957, Mr. Lanigan for five years served as NBC-TV's eastern sales manager after having been v.p. in charge of tv sales for ABC. Videotape Productions of New York was formed in March 1958 (Howard S. Meighan, former CBS-TV executive is president and majority stockholder, with stock also held by Ampex Corp. and Minnesota Mining & Mfg. Co.), a tape production center opened in December 1958.

Mr. Jackson

CORNWALL JACKSON, v.p. of J. Walter Thompson Co. in charge of its Hollywood office since 1945, has announced his resignation "effective immediately," Mr. Jackson and his wife, Gail Patrick, own 50% of Paisano Productions, whose *Perry Mason* series on CBS-TV is produced by Miss Patrick. No replacement has been named for Mr. Jackson and none is expected, according to JWT. Charles Vanda, v.p. in charge of programs, and William Wilgus, v.p. and production supervisor, both in Hollywood, will continue as before but will now report directly to Dan Seymour, v.p. in charge of all radio-tv activities, in New York.

O. B. HANSON retires as vice president, engineering services, RCA, continuing as consultant. Mr. Hanson has been RCA v.p. since 1954 when he left NBC where he was v.p. and chief engineer for 17 years and chief engineer for 10 years prior to that. He is credited with directing establishment of first radio and television networks, designing studios of WNBT (TV) New York, predecessor of WRCA-TV, and preparation of NBC facilities for introduction of color tv. Mr. Hanson first reached electronic prominence with microphone design while chief engineer at WAAM Newark, N.J., in 1922. He moved to WEAF New York in 1923 and was there when station became part of NBC in 1926.

Mr. Rice

TERRY R. RICE, formerly national advertising manager of air media, Borden Co., named national advertising manager of all media for general advertising department. RONALD M. GREINER, assistant national advertising manager of print media, and EDWARD J. PEGUILLAN, assistant national advertising manager of air media, take on responsibilities of print media-outdoor ads and radio-tv, respectively. Change triggered by move of WILLIAM H. EWEN, former national advertising manager in charge of print media in department, to director of advertising-promotion for Borden Foods., Co., Borden Food products and cheese division. SAM D. THOMPSON, v.p., named to develop and direct industry relations program for Borden foods.

Mr. Britton

ROBERT E. BRITTON, v.p. of MacManus, John & Adams Inc., Bloomfield Hills, Mich., named executive director of newly-consolidated marketing-media-research department. Mr. Britton will headquarter in Bloomfield Hills from where he will supervise New York and Los Angeles divisions. MJ&A veterans appointed to assist Mr. Britton are ROBERT J. HECKENKAMP, media director for automotive accounts and supervisor of media administration; KENYON M. LEE, media director for commercial products and supervisor of media strategy, and CHARLES W. CAMPBELL, media director for consumer products and supervisor of broadcast media. HENRY HALPERN, New York v.p., named director of marketing-media-research for all New York-based accounts.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

96% renewals to date!

Most renewed adventure series gallops into 3rd Great Year

way out front in the ratings race!

Market	Rating*	Market	Rating*	Market	Rating
Miami	34.3	Denver	29.0	Milwaukee	29.0
New Orleans	28.7	Duluth-Superior	34.9	Mobile	34.4
Pittsburgh	42.2	El Paso	35.1	Montgomery	32.3
St. Louis	31.9	Fort Wayne	26.3	Oklahoma City	31.5
Albuquerque	35.4	Harrisburg	28.5	Portland, Me.	28.4
Bakersfield	35.1	Hannibal-Quincy	47.3	Rockford	43.5
Beaumont-Pt. Arthur	45.9	Jacksonville	38.1	Sacramento	36.0
Buffalo	32.2	Knoxville	20.5		
Burlington-Plattsburg	35.8	Las Vegas	47.5		
Columbia, S.C.	35.7	Memphis	40.8		

NATIONAL AVERAGE 47.6%
share of audience

STATE TROOPER

STARRING ROD CAMERON

104 half hours now available!

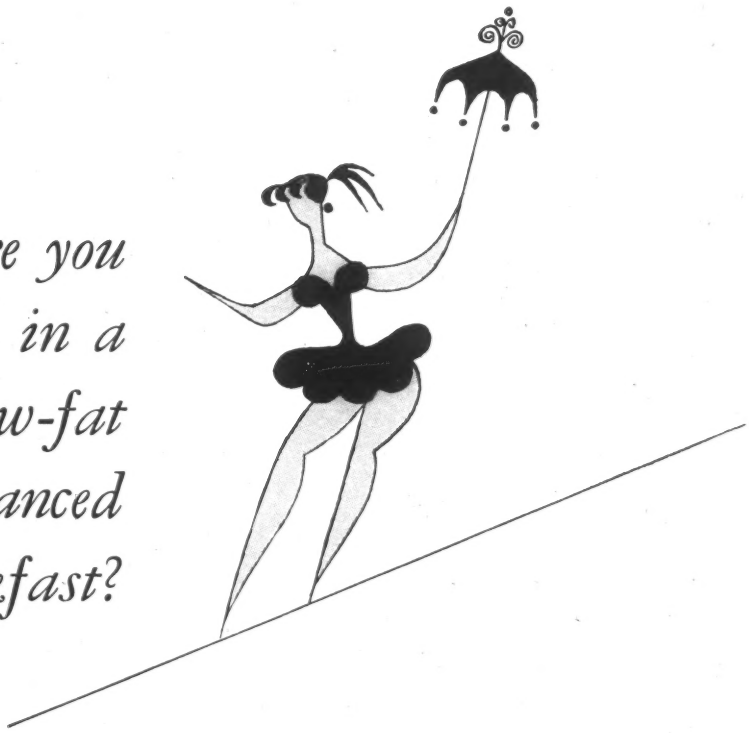
produced by **revue** productions

**Latest available ARB ratings.*

mca tv
FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs
598 Madison Avenue, New York 22, PLaza 9-7500
and principal cities everywhere

are you interested in a moderate low-fat well-balanced breakfast?



When a moderate reduction of fat in the diet is indicated, a basic cereal and milk breakfast shown in the table below is worth consideration. Not only is the *fat content moderate* (*10.9 gm.—20 per cent of total calories*), but this convenient, economical breakfast is *well balanced* as demonstrated by the chart below showing its nutritional contribution to the recommended dietary allowances[1] for "Women, 25 Years." This basic cereal and milk breakfast is well balanced and nutritionally efficient as demonstrated by the Iowa Breakfast Studies.

recommended dietary allowances and the nutritional contribution of a moderate low-fat breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin	Ascorbic Acid
Totals supplied by Basic Breakfast**	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	3 mg.	65.5 mg.
Recommended Dietary[1] Allowances—Women, 25 Years (58 kg.—128 lb.)	2300	58 gm.	0.8 gm.	12 mg.	5000 I.U.	1.2 mg.	1.5 mg.	17 mg.	70 mg.
Percentage Contributed by Basic Breakfast	21.9%	36.0%	66.5%	22.5%	11.8%	38.3%	53.3%	17.6%	93.6%

**Revised 1958. Food and Nutrition Board, National Research Council, Washington, D.C.*

***Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1958.*
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

[1] *The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

MARCH

*March 2-4—**Press Congress of the World,** U. of Missouri School of Journalism, Columbia, Mo. Three days of panels on journalism problems including discussions of tv's impact on news presentation and freedom of access to news. Dean Earl English will preside.

March 3—Special meeting of Technical Committee, **Assn. of Maximum Service Telecasters,** at AMST headquarters, Washington. Meeting will deal with allocations matters in preparation for annual meeting of AMST March 15 in Chicago.

March 3—Second annual legislature dinner of **New York State Assn. of Radio & Television Broadcasters** with Gov. Nelson A. Rockefeller as guest-of-honor and keynote speaker, Ten Eyck Hotel, Albany. Also on dais will be New York Senators Jacob K. Javits and Kenneth B. Keating, Comr. Robert Lee, of FCC, and Gov. Rockefeller's entire cabinet. Mike Hanna, WHCU Ithaca, is chairman of dinner.

*March 4—**California Broadcasters Assn.,** annual membership meeting, El Dorado Inn, Sacramento. Business session in afternoon, followed by dinner to which Gov. Edmund (Pat) Brown, all 39 state senators and 13 key members of the assembly have been invited. A new board and officers will be elected.

March 5—Tentative date for argument before U.S. Supreme Court in Farmers Union v. WDAY Inc. (WDAY-TV Fargo, N.D.), involving question of immunity of broadcast station when political candidate, invoking Sec. 315 of Communications Act, utters libel on air. **Case No. 248.**

March 5-6—**Assn. of National Advertisers,** "Advertising to Business & Industry," Hotel Webster Hall, Pittsburgh.

March 6-7—14th annual **Radio-Tv Conference & Clinic,** U. of Oklahoma, Norman. Oklahoma Broadcasters Assn. and Oklahoma chapter of Assn. of Women in Broadcasting are co-sponsoring with U. of Oklahoma. Some 30 speakers from industry will appear on program.

March 7—**Academy of Television Arts & Sciences,** N.Y., tv tape study and demonstration, NBC Teletape Center, 67th & Broadway, New York.

March 13-14 — **Arkansas Broadcasters Assn.,** spring meeting, Hotel Marion, Little Rock.

March 13-15—**Fm Development Assn.,** Conrad Hilton Hotel, Chicago.

March 15—**Assn. of Maximum Service Telecasters,** annual membership meeting, Conrad Hilton Hotel, Chicago, 9:30 a.m.

March 15—**Mutual Affiliates Advisory Committee,** Conrad Hilton Hotel, Chicago.

*March 15—**Daytime Broadcasters Assn.,** Conrad Hilton Hotel, Room 12, Chicago. All daytimers invited whether NAB members or non-members.

March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference,** with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 16—**NAB Tv Code Review Board,** Conrad Hilton Hotel, Chicago.

*March 16-18—**Canadian Board of Broadcast Governors,** public hearings, Tariff Board Hearing Room, 70-74 Elgin St., Ottawa, Ont.

*March 16 and 23—Hearing before **Securities & Exchange Commission,** Washington, D.C. March 16, on charges F. L. Jacobs Co. (Alexander Guterma) failed to report financial transactions. Mr. Guterma, until his troubles with SEC began, was president and chief owner of Mutual Broadcasting System. Similar Bon Ami Co. hearing March 23.

March 18—Symposium on social and economic forces of advertising co-sponsored by St. Louis Council of American Assn. of Adv. Agencies and U. of Missouri School of Journalism, Sheraton-Jefferson Hotel. Dr. Earl F. English, dean of school, will moderate. Registration, $22.50.

March 18-20—Quarterly conference, **Electronic Industries Assn.,** Statler Hilton Hotel, Washington.

*March 21—**American Women in Radio and Television,** Chicago chapter, second annual conference, open to tv and radio industry, Guild Hall, Ambassador East Hotel, Chicago.

March 23-26—Annual convention **Canadian Assn. of Radio & Television Broadcasters,** Royal York Hotel, Toronto, Ont.

March 23-26—National convention, **Institute of Radio Engineers,** Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

March 23-28—**Short Course in Crime News Analysis & Reporting,** Northwestern U., Fisk Hall, Evanston, Ill. Journalism and law schools, with Ford Foundation grant, will conduct intensive instruction for radio-tv, press and magazine newsmen. Courtroom broadcasting is one of topics. Attendance fee $100. Registration must be received by March 16. Scholarships for needy available. Members of lecture staff will be available for interviews.

*March 25—Comments due on proposed FCC rule-making to change ch. 12 Wilmington, Del., from commercial to educational or, in alternative, move ch. 12 to Atlantic City, N.J., or allocate it to Atlantic City-Wilmington. Docket No. 12,779.

March 30—Deadline for filing copies of direct testimony in FCC's inquiry into allocation of frequencies between 25 mc and 890 mc. Number of copies to be filed: 1 notarized original, and 20 copies.

*March 30—**Du Pont Awards Dinner,** Mayflower Hotel, Washington.

APRIL

April 1—Research workshop **Assn. of National Advertisers,** Hotel Pierre, New York.

April 3-4—**Oregon Assn. of Broadcasters,** U. of Oregon, Eugene.

April 3-5—**Mississippi Broadcasters Assn.,** annual meeting, Buena Vista Hotel, Biloxi.

*April 4—**United Press Intl. Broadcasters of Minnesota Assn.,** Spring Meeting, Radisson Hotel, Minneapolis.

April 5-8—**National Retail Merchants Assn.,** sales promotion division, Eden Roc Hotel, Miami Beach.

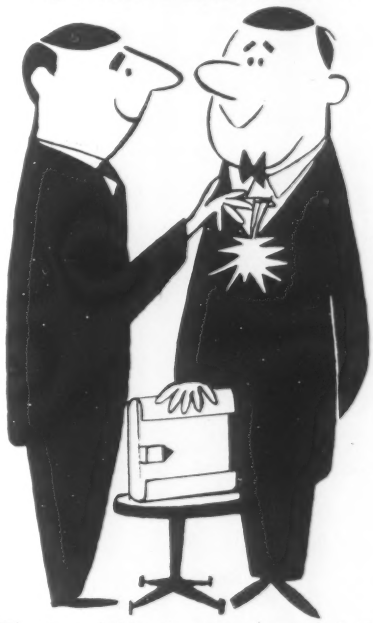
April 6-9—**National Premium Buyers,** 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

April 7—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

*April 10-11—West Virginia Broadcasters Assn. spring meeting, Press Club, Charleston.

how to be a hero to your clients



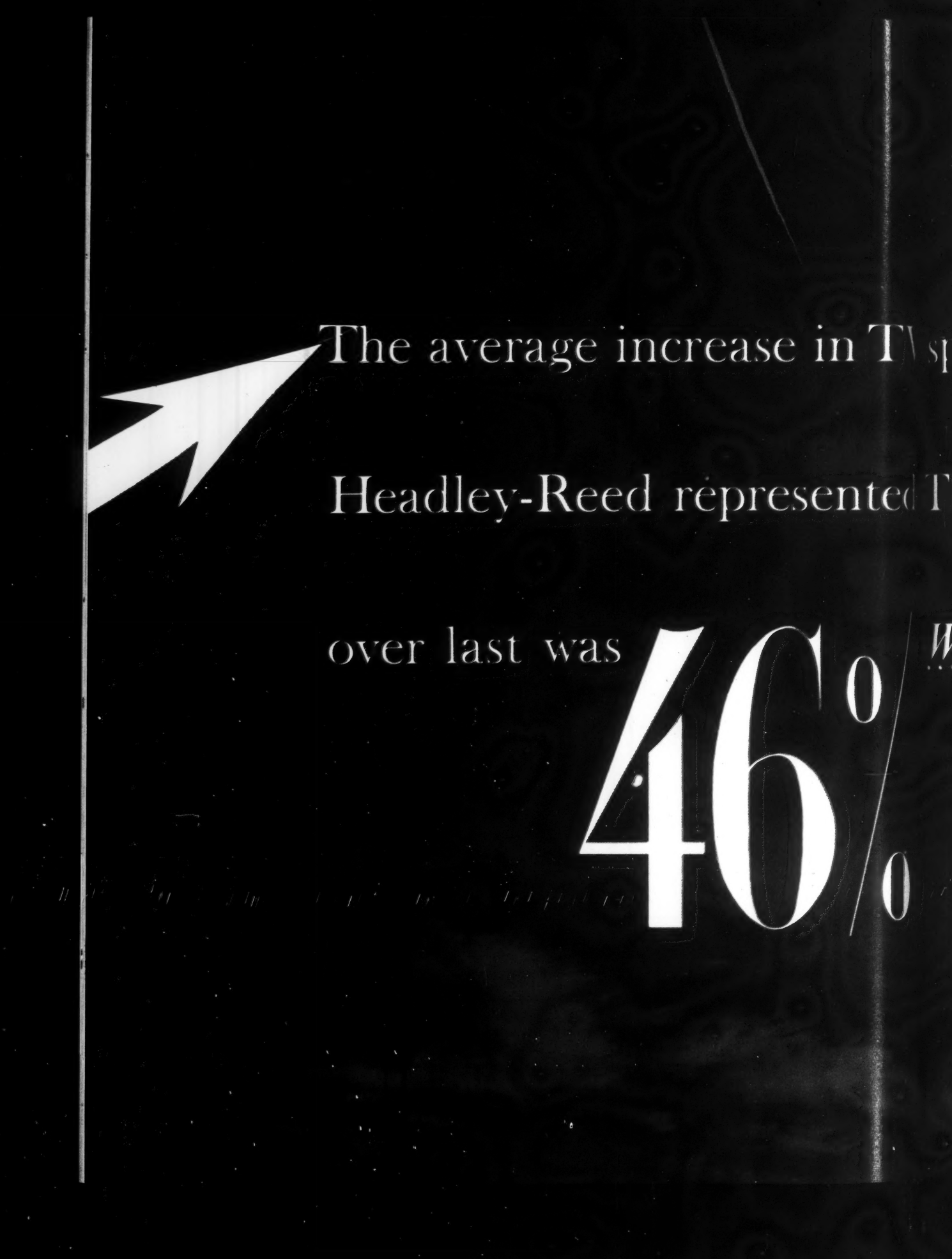
Clients might give *you* a medal if you installed TelePrompTer. But probably they'll give you more business instead. With TelePrompTer prompting equipment you can turn out a smooth, effective commercial even after a single run-through. You can actually cut down rehearsal time and still deliver *network quality* in a live local message. Another reason why "No station is fully equipped without TelePrompTer."

TelePro 6000 Rear Screen Projector can give your commercials another big boost. The brightest image imaginable gives authentic background for your clients' messages. Both TelePrompTer and TelePro will be on exhibit at the N. A. B. Convention in Chicago, March 15. Don't miss them.

TELEPROMPTER CORPORATION.

Originators of
GROUP COMMUNICATIONS
311 WEST 43 ST., NEW YORK 36, N.Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON


The average increase in TV sp
Headley-Reed represented T
over last was
46%
W

TV spot billings, for the sixteen

ed TV stations for this January

Was yours?

NEW YORK
CHICAGO
LOS ANGELES

HEADLEY-REED Company

ATLANTA
PHILADELPHIA
ST. LOUIS
SAN FRANCISCO

Another thriller-diller from WJRT—

"All fours, Ponsonby?"

"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

*April 12-13—Spring meeting, **Texas Assn. of Broadcasters**, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-14—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

*April 23—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier in White Sulphur Springs, W. Va. Annual dinner will be held April 24.

April 24—Ohio Assn. of Broadcasters, Terrace-Hilton Hotel, Cincinnati.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—Assn. of Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, **Advertising Federation of America**, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

*May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, **United Press Intl. business meeting.**

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—Second Annual Pop Music Disc Jockey Convention & Seminar under auspices of Storz Stations, Americana Hotel, Miami, Fla.

KCMC-TV PROVES COMPLETE DOMINANCE IN 18-COUNTY AREA

Texarkana, Texas-Arkansas—Walter M. Windsor, recently reappointed Manager of KCMC-TV, factually points out the dominance of KCMC-TV in the Texarkana 18-county area.

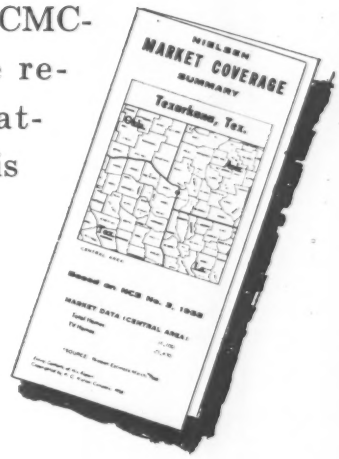
In the November ARB, KCMC-TV leads all stations by 3 to 1. Here is the share of audience from sign-on to sign-off:

KCMC-TV	64.8
Station B	22.4
Station C	12.9

Advertisers can take advantage of top ratings such as these:

I've Got a Secret	59.5
The Texan	59.7
Sheriff of Cochise	50.6
The Millionaire	58.9
6 P.M. Local News (Mon.-Fri.)	48.0
Doug Edwards (Mon.-Fri.)	53.0
Zane Grey Theatre	55.3
To Tell the Truth	59.9
Name That Tune	68.5
Have Gun, Will Travel	67.5
Ed Sullivan	54.6
Gunsmoke	63.7
Playhouse 90	50.1

Not only is the KCMC-TV dominance reflected in the ratings, but here is the coverage picture according to NCS #3:



In the 18-county area 91.4% view KCMC-TV weekly after 6 P.M. while 86.3% view KCMC-TV weekly before 6 P. M.

The advertiser needs KCMC-TV to sell and sell hard this prosperous half-billion dollar 18-county market area.

Call Venard, Rintoul & McConnell, Inc. for more information.

CBS

KCMC-TV

abc

CHANNEL 6

Texarkana

100,000 WATTS MAXIMUM POWER

Walter M. Windsor, General Manager

Jack Rollings, National Sales Manager

BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ-TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! now WXYZ-TV serves more people, better!

BROADCAST HOUSE—10 Mile and Northwestern, 14 miles northwest of central Detroit

WXYZ-TV
CHANNEL 7
DETROIT ABC
Represented Nationally by BLAIR-TV

OPEN MIKE

Videotape roundup

EDITOR:

Just a note to tell you what a great article you did on videotape (Feb. 9, page 112). It was a most comprehensive coverage of the . . . situation. . . .

Dorothy L. Winter
BBDO, New York

Sid Hix scores a hit

EDITOR:

John Cameron Swayze brought to my attention the cartoon which appeared in the Jan. 12 issue of BROADCASTING and which was subsequently reprinted in the Jan. 16 edition of the *Chicago Sun Times* . . .

I am referring . . . to the cartoon

with the caption: "It's a Mrs. Swayze. Her husband dropped a watch in her washer."

As you may . . . know, we are the agency for Timex watches and . . . I would like very much to present the original artwork of this cartoon to the client as sort of a souvenir memento.

James M. Ellers
Doner & Peck Inc.
New York

[EDITOR'S NOTE: Original cartoon is en route.]

Legislative roundup

EDITOR:

. . . Not only was I glad to get the highlights of the circus that will be performing in the Interstate Commerce ring (Jan. 26, page 27), but it was also good to have a picture of the members of the committee—and their backgrounds . . .

Rep. Hastings Keith
(R-Mass.)

Packs a wallop

EDITOR:

Buried somewhere in the middle of the book (Jan. 26) you carried a small item concerning a reported television effort on behalf of one of our clients. I thought you would be interested and pleased to know that within one week following the appearance of this item, I received phone calls from every television station and/or its representative concerning possible business.

Although I have always been aware of the impact delivered by the pages of BROADCASTING, I never quite realized how very complete is the penetration.

Peter M. Bardach
Senior Media Buyer
Foote, Cone & Belding
New York

'Quiz of Two Cities' status

EDITOR:

Regarding Albert Buffington's letter (OPEN MIKE, Feb. 16) complaining that I did not originate the *Quiz of Two Cities,* he is so right.

Our press department made a booboo in using the word "originated." They should have said, "wrote and produced."

Brent O. Gunts
Station Manager
WBAL-TV Baltimore

Intermountain keeps climbing

EDITOR:

On page 45 of the Jan. 19 issue . . . there is a news item regarding the drop in national spot billings during 1958.

[Jan. 21] we closed the calendar year 1958 for Intermountain Network and in spite of drops in national spot, declining revenues on national networks, Intermountain Network, I am very proud to report, had a gain in total gross sales of 34%, 1958 over 1957. Even more interesting, Intermountain Network's gain in national spot is 13%, 1958 over 1957.

Lynn L. Meyer
President
Intermountain Network Inc.
Salt Lake City

Valuable 'textbook'

EDITOR:

I can't begin to tell you how important BROADCASTING is to a college student majoring in radio and television.

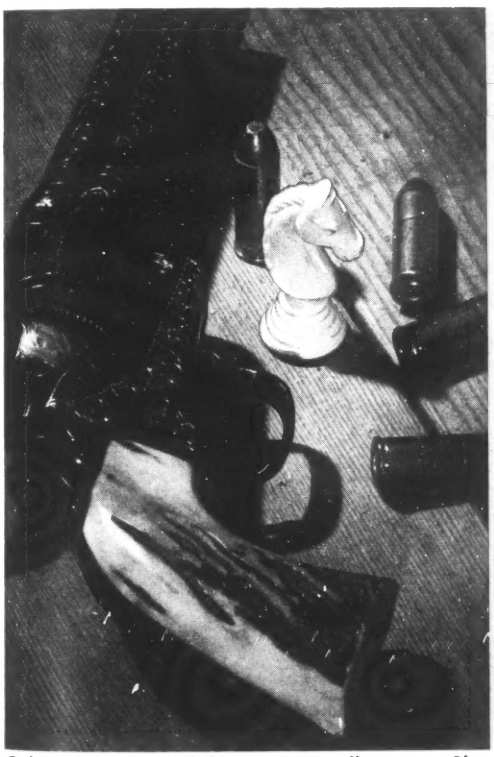
Al Husted
WHCU Ithaca, N. Y.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

HAVE RATINGS WON'T BUDGE



Colt .45 engraved by E. C. Prudhomme, Shreveport

"When a man's business card reads 'HAVE GUN — WILL TRAVEL' he must always stay one jump ahead of the competition." Again KSLA-TV has "notched-up" EIGHT of the TOP TEN shows . . . 20 of the TOP 25 with a weekly audience of 51.1% mornings, 61.2% afternoons and 57.5% nighttime.*

You just can't quarrel with a station that promotes *consistently* . . . programs *imaginatively* . . . delivers a *clean, clear picture* . . . is backed up with BASIC CBS programming . . . and comes out ON TOP in every TV audience survey, time after time.

You can hire a TOP GUN to work for you in Shreveport by contacting Messrs. Harington, Righter and Parsons for the *complete* KSLA-TV story.

KSLA TV

basic CBS *channel* 12 *shreveport, la.*

* November, 1958 ARB

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

RIGHT ANGLE!

WHIRLYBIRDS moves ratings just one way... straight up! Ask Conoco, which has just renewed WHIRLYBIRDS for its third year in 65 markets. Or National Biscuit (10 markets), Scudder Foods (9 markets), Coca-Cola (4 markets). Or Anheuser-Busch, Citizens Savings & Loan, Duffy-Mott, General Electric, R. J. Reynolds, Philco, American Oil or Pillsbury Mills.

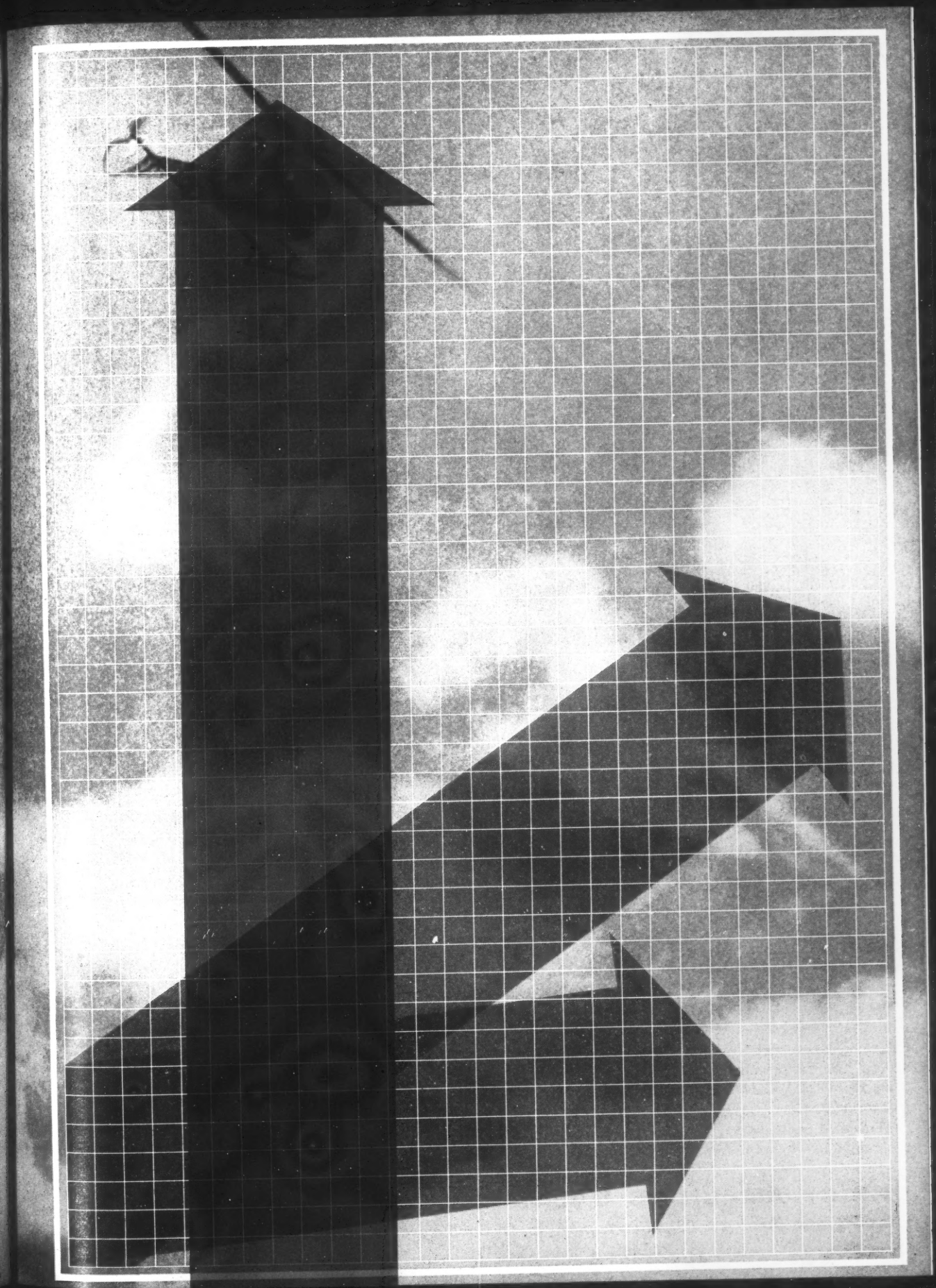
These advertisers (major-leaguers who know all the angles) know that WHIRLYBIRDS outclimbs competition. This high-flying action series is first in its time period in Portland, Me. (39.8 rating); Miami (35.4 rating); Roanoke-Lynchburg (39.7 rating); Milwaukee (30.8 rating); Mobile (44.1 rating); Atlanta (33.5 rating) and Denver (32.1 rating). These are only a few of the places where WHIRLYBIRDS commands supremacy of the air.

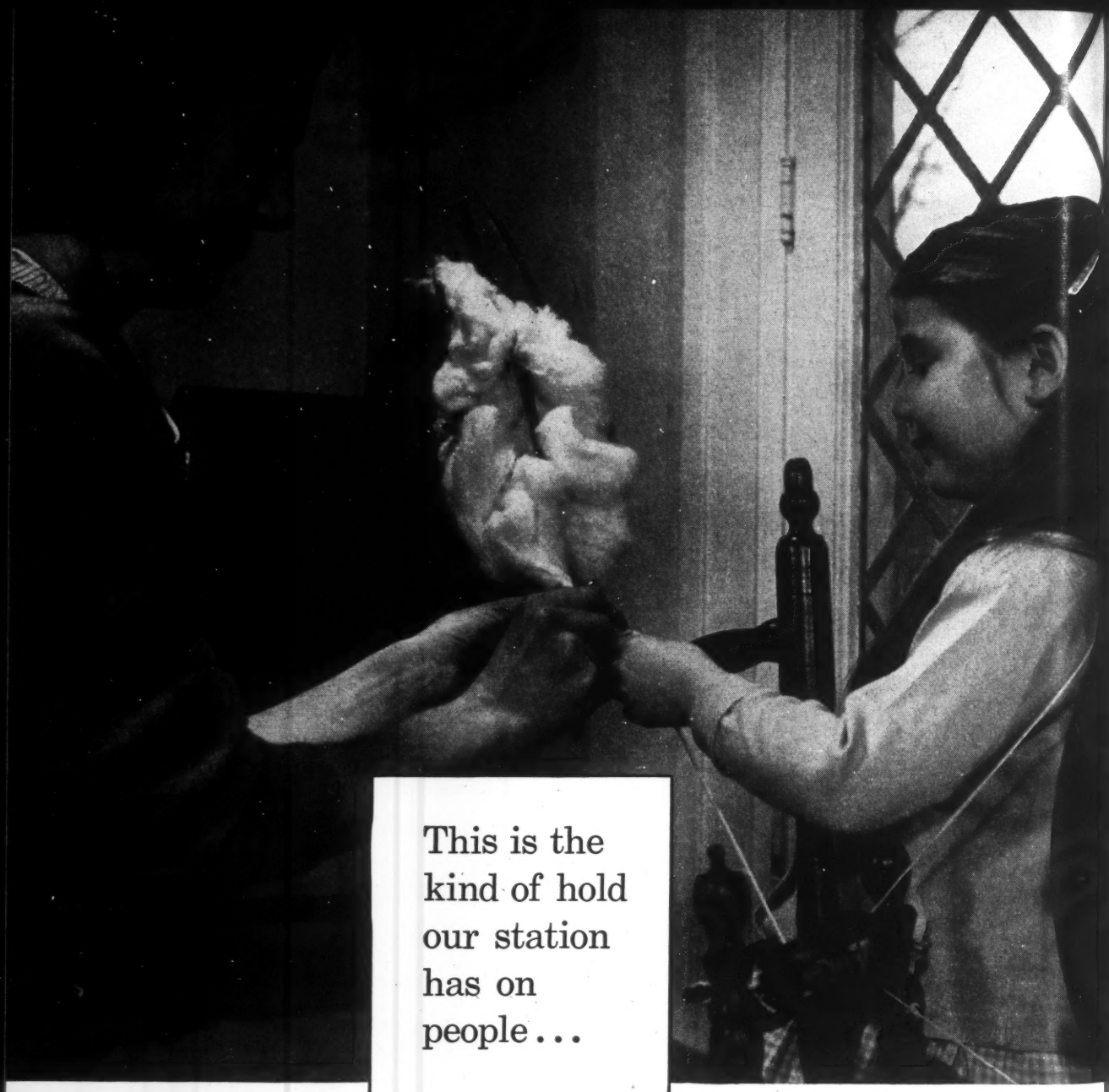
Make WHIRLYBIRDS your sales vehicle. You'll have the climb of your life.

"...the best film programs for all stations" CBS FILMS

NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS, ATLANTA. IN CANADA: S. W. CALDWELL, LTD.

SOURCE: AG





This is the kind of hold our station has on people...

You've heard of the "distaff side." And a very rare view it is. But not everyone can show you mother handing down to daughter the veritable power symbol of her sex!

We can—because things are different in this thriving land. The home and family is an institution here, where 68% home-ownership compares with a national 55% average. And to furnish and provide for the hundreds being built, *our* breadwinners boast the highest average pay-check in a very wealthy state.

They turn instinctively, compulsively, to our kind of programming—to our unfrenetic, low-key voicings. They crave a good balance of public service, news and sports unmarred by such two-way irritations as triple-spots. They express their desires in every tangible way you wish—including far superior mail counts and ratings. Plus loyalty to sponsors' products.

Here, you not only reach a purchasing power of over 3⅓ billions a year—but you reach its people with enough expressed loyalty to make America's 17th market even more rewarding to you than rank indicates—Let George P. Hollingbery show you what "hold" means.

WHIO-TV
CBS
7
channel **dayton, ohio**

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

MONDAY MEMO

from **GENE W. DENNIS,** *air media executive, Potts-Woodbury Inc., Kansas City*

Spot's not an end but a means

Far too often we have all seen spot radio being used as an end in itself rather than as the important component of a sales campaign that it can be. To achieve the maximum efficiency from radio in many instances, it pays to approach as closely as possible the ideal of translating each bit of interest aroused into a sale.

In January 1957, we found ourselves in a position to put this theory to work for our client, D-X Sunray Oil Co. Market research indicated that the rural market was an important segment of D-X Sunray's 18-state market area. It further indicated that major oil companies were directing no concerted campaign at this market.

Decision to Revamp • D-X decided to revamp and expand its approach to the farm market by launching a campaign that would increase sales to rural customers. This was distinct from its over-all consumer drive in various media, including tv and radio. D-X wished to accomplish these three objectives set forth by Clarence F. Niessen, advertising and sales promotion manager of D-X Sunray: (1) Build listenership for D-X Sunray's advertising, (2) Tell the D-X farm product story to more people than ever before, (3) Build prestige for D-X in the farm market.

The attack was an innovation in farm programming, called the *D-X Farm Information Center,* under the direction of Roy B. Middleton Jr., D-X Sunray assistant advertising manager.

The first step: Get the farmer's interest by giving him material he wants and finds genuinely valuable in his work; information not usually presented during local farm broadcasting.

To do this, D-X Sunray set up a regional farm radio network. Twenty-seven radio stations are used. They were selected for their strong farm programming and listenership and they give saturation of the rural market within the 18 state D-X Sunray market area.

The *D-X Farm Information Center* is broadcast as five-minute programs three times a week on each of these stations. In each instance, the 52-week series is scheduled at the peak listening time of the rural audience, within farm programming segments.

Another first by the *D-X Farm Information Center* is its group of 17 radio farm directors—each the leading farm director in his state. These D-X farm directors present the topics in the *Farm Information Center* broadcasts and appear on a rotating basis. The farm directors also serve as guest editors in the client's editorial type farm publication advertisement.

Each farm director is required to write only one script a month, which allows plenty of time for research. As a result of this research, D-X has found itself aligned with many of the leading agricultural institutions of the country.

That Extra Touch • Basic to the setup of the *D-X Farm Information Center* is the idea of offering the listener service beyond that which he receives by listening to the broadcasts. The script of each program is offered free to listeners. Quite often, an authoritative booklet on the subject, or plans for farm buildings, are offered free upon request.

This service of offering further free information to the farmer is the first link in translating mass media interest into personal sales. As of Jan. 14, 1957, the *D-X Farm Information Center* had received 49,477 mail requests for information on farm problems. Here's what happens to such a request.

Each radio station forwards all *Farm Information Center* mail to the D-X Farm Information Center in Kansas City, Mo. All requests are filled by return mail and carry a covering letter thanking the writer for his interest.

At the same time the request is answered, the writer's name is sent to the D-X division office which has sales jurisdiction over his area. From there, it is forwarded to the D-X farm serviceman nearest the writer's address. Within a week, the D-X farm serviceman calls on the writer, explaining that he heard of his mail request from the *D-X Farm Information Center* and asking if he can be of further assistance. Naturally, the subject of D-X farm products comes up. The farmer who showed interest in the *D-X Farm Information Center* a week ago finds himself the recipient of a personal call by a man interested in his problems.

Each D-X farm serviceman has attended a *D-X Farm Information Center* clinic held in his own area by D-X division office personnel. This program is under the direction of E. T. Marshall Jr., Potts-Woodbury account executive.

87.5% Are Sold • A recent study shows that 87.5% of all farmers who have been called upon by agents in this way bought some D-X product as a result of the call.

Mass media and personal sales have cooperated to translate a farmer's interest into a sale, and a new customer for D-X products.

In addition, the *D-X Farm Information Center* provides copies of all scripts to a large number of vocational agriculture instructors and farm youth leaders within the client's marketing area. These scripts are put to use in classrooms, and as reference material by 4-H clubs, FFA chapters and other farm youth groups.

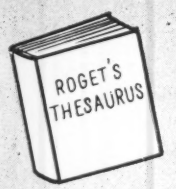
In offering a program which provides a genuine service to farmers, D-X has made an investment which is already beginning to pay handsomely. During the last six months of 1957, D-X farm sales were up 8% over the same period for 1956. For the first six months of 1958, they were 6% ahead of the corresponding period of 1957. In both instances, these sales gains were far above the industry averages.

There is always a proper place for radio to be used in almost any conceivable combination with other media, and in certain cases it may be the best media for whole selling campaigns. But in many instances, with a broader view of radio's place in the entire selling picture, spot radio can be made to work most efficiently when combined with personal selling.

We cite the *D-X Farm Information Center* as a prime example of an excellent and underworked idea.

Gene W. Dennis; b. Feb. 6, 1918, at Sioux Falls, S.D. Joined KSOO-KELO Sioux Falls as announcer-newscaster in 1935. With KMBC Kansas City as director of special features, 1938-1942. Served as CBS correspondent, writer and producer, 1942-1946. Joined Potts-Woodbury Inc., Kansas City in 1947, where he is presently air media executive on D-X Sunray and several other major accounts.

in Synonyms...



it's Roget's Thesaurus

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK,** the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1959 **BROADCASTING YEARBOOK** – covering **both** TV and radio – will be on their desks in August (and a full 12 months thereafter). They'll find it more valuable than ever...a veritable thesaurus* of information on every aspect of broadcast advertising. If **you** have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Circulation:** 16,000. **Final deadline:** July 15 (or – for proofs – July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

YOU ARE NEEDED FOR THIS YEAR OF PROGRESS

You are unique. You are a one-of-a-kind man needed to think for a new world of tomorrow. Your greatest gift to progress can be your ability to apply your inherent differences in thought and background to your field of specialty in radio electronics.

To help you think, to help you generate new ideas, come see the Radio Engineering Show that requires all 4 floors of New York City's Coliseum. Come hear your choice of more than 200 papers to be given during the Convention. You are needed. Yes, it takes a coliseum to hold the greatest show on earth. Then, it takes you to have the great thought, the inspiration in radio electronics.

REMEMBERS THE MAN

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Coliseum, New York City

MARCH 23 · 24 25 · 26

THE INSTITUTE OF RADIO ENGINEERS
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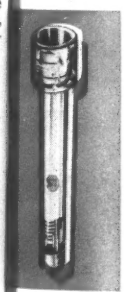
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

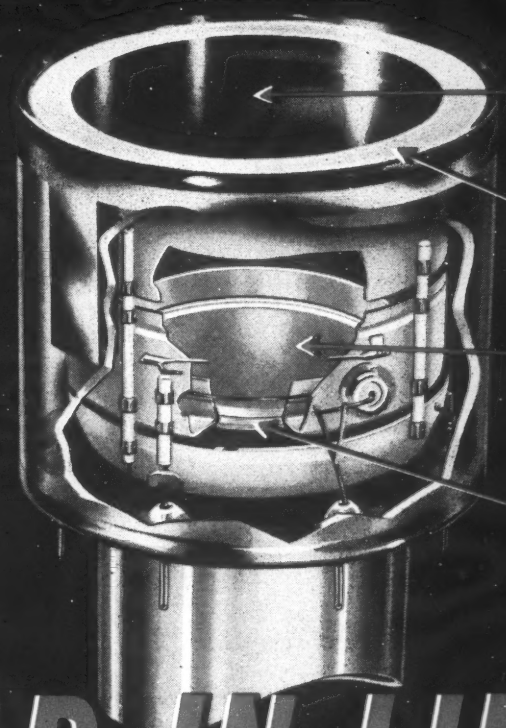
It's the matchless experience in camera tube design that puts RCA-5820's ...AHEAD IN LIFE



This is an "inside look" at the famous RCA-5820 Image Orthicon. The design is backed by 25 years of research and manufacturing experience in television camera tubes. RCA originated it. And RCA continues to make improvements in this famous camera tube in accordance with the st tube engineering practice known.

Consider, for example, just a few of the portant advantages now incorporated in CA-5820's—MICRO-MESH and SUPER-YNODE design. These two innovations one (1) do away with dynode burn, (2) minate the need for defocusing to stop esh pattern and moiré, (3) improve pic-re-signal output, (4) reduce tube cost per ur of camera operation.

Leader in camera tube development ever nce the early days of electronic television, CA today offers a complete line of TV cam-a tubes. Your RCA Electron Tube Distrib-or is "headquarters" for the entire RCA ne of camera tubes.

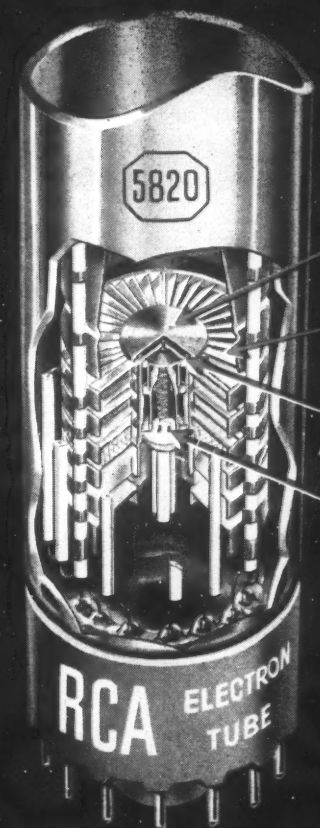


PHOTOCATHODE. Individually processed to give outstanding sensitivity.

OPTICAL GLASS FACEPLATE. For maximum freedom from picture distortion.

750-LINE MESH SCREEN. Precision "ruled" to provide 710,000 square openings. Aluminizing on gun side prevents picture smudge.

OPTICAL GLASS TARGET. Thickness held within 0.0001" variation to prevent lateral leakage. Provides freedom from blemishes, and permits excellent resolution.



EXCLUSIVE RCA SUPER-DYNODE DESIGN. Improves picture quality, increases tube life.

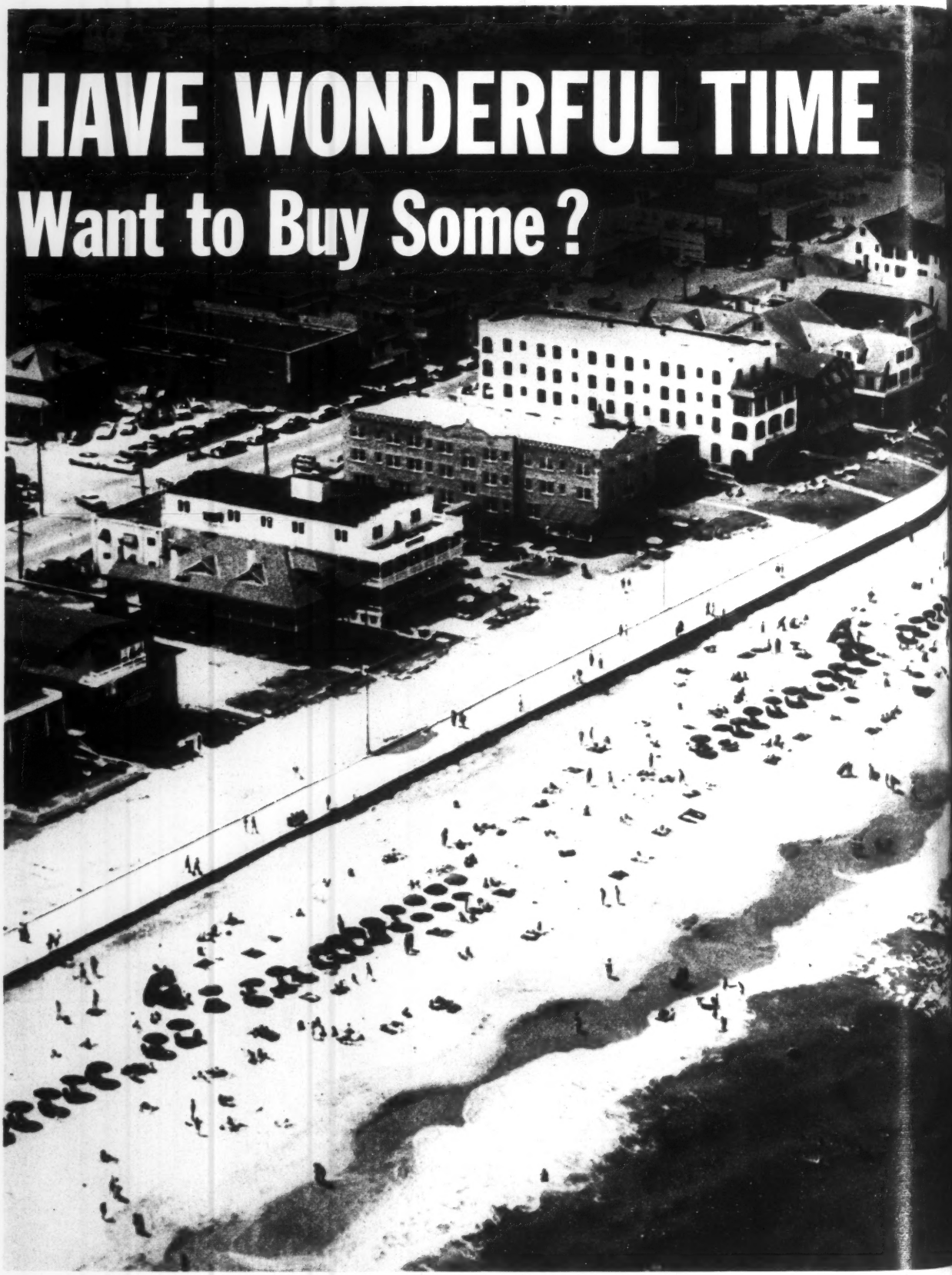
96 PRECISION-FORMED AND ALIGNED DYNODE FINS in intermediate stages of multiplier. Each fin precision "angled" — to assure extreme uniformity of signal gain.

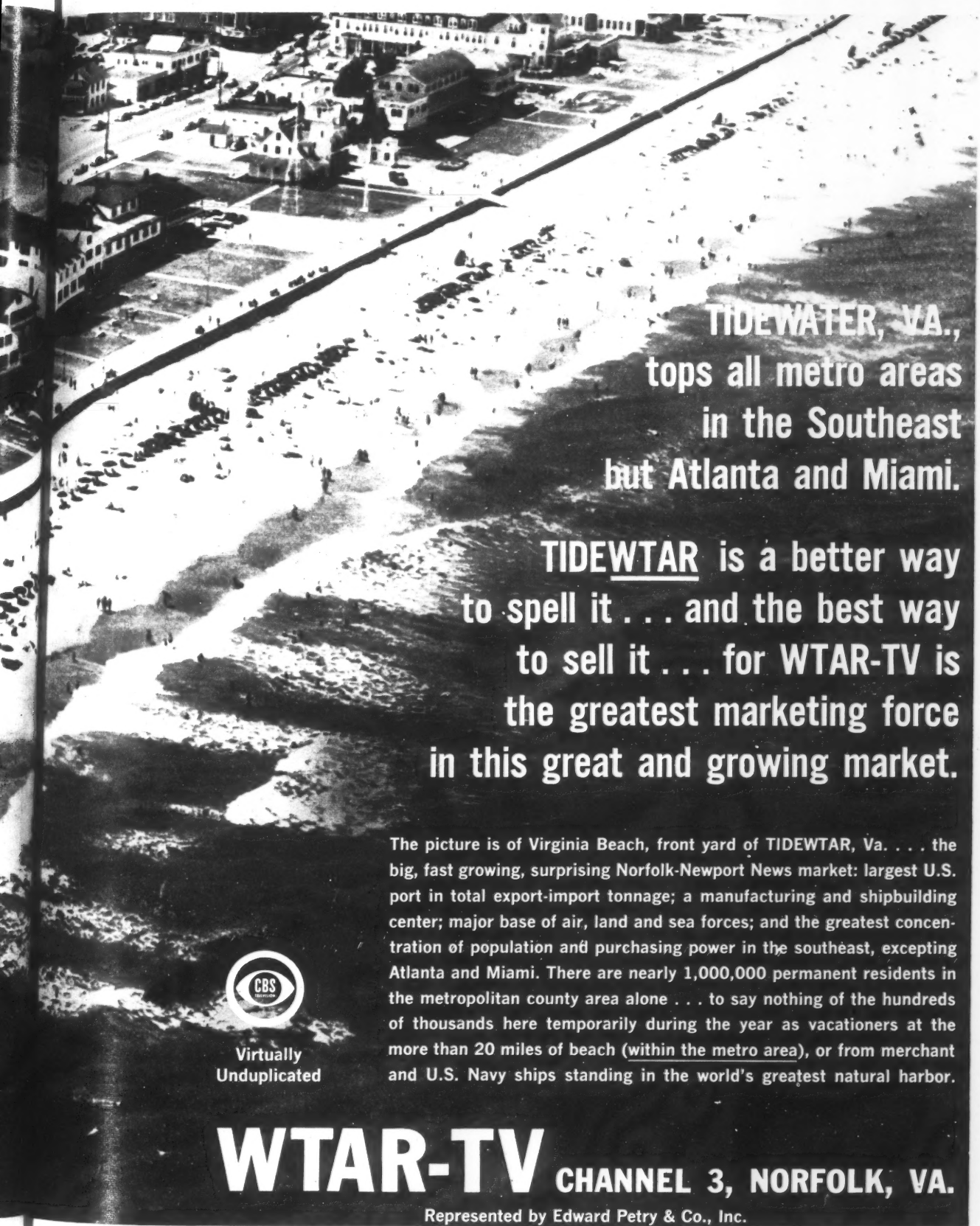
GOLD-PLATED CONTROL GRID prevents thermionic grid emission.

X-RAY INSPECTED GUN ASSEMBLY. For accurate alignment of parts and spacing of electrodes.

RADIO CORPORATION OF AMERICA

Electron Tube Division — *Harrison, N. J.*


HAVE WONDERFUL TIME
Want to Buy Some?



TIDEWATER, VA., tops all metro areas in the Southeast but Atlanta and Miami.

TIDEWTAR is a better way to spell it . . . and the best way to sell it . . . for WTAR-TV is the greatest marketing force in this great and growing market.

The picture is of Virginia Beach, front yard of TIDEWTAR, Va. . . . the big, fast growing, surprising Norfolk-Newport News market: largest U.S. port in total export-import tonnage; a manufacturing and shipbuilding center; major base of air, land and sea forces; and the greatest concentration of population and purchasing power in the southeast, excepting Atlanta and Miami. There are nearly 1,000,000 permanent residents in the metropolitan county area alone . . . to say nothing of the hundreds of thousands here temporarily during the year as vacationers at the more than 20 miles of beach (within the metro area), or from merchant and U.S. Navy ships standing in the world's greatest natural harbor.

CBS

Virtually Unduplicated

WTAR-TV CHANNEL 3, NORFOLK, VA.

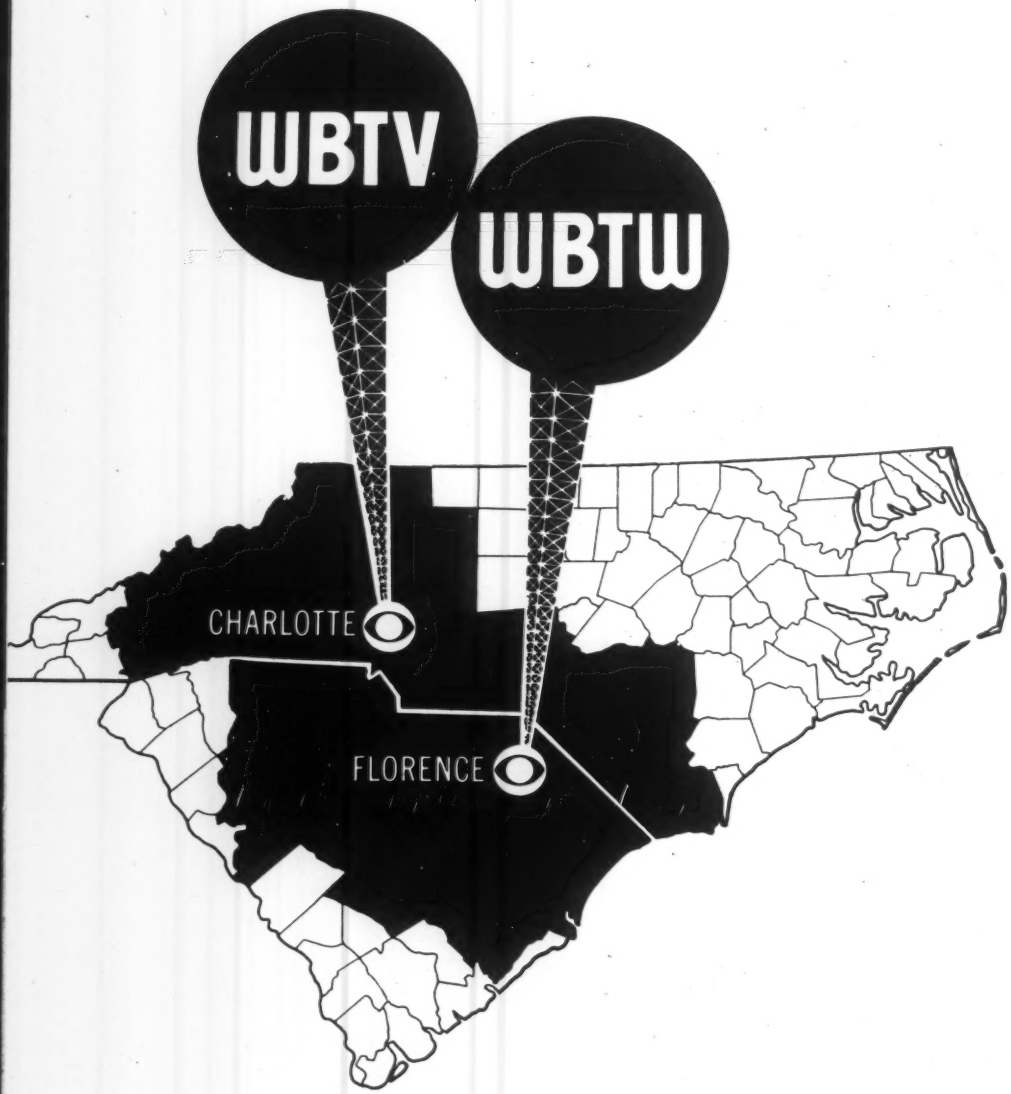
Represented by Edward Petry & Co., Inc.

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer

NOW COVER

Two great Carolina stations can telecast your advertising message simultaneously with one purchase—increased economy with increased coverage.

57.4% OF CAROLINA TV HOMES in one buy at an attractive discount.



WBTV, Charlotte, and WBTW, Florence, are now linked by two-way microwave, enabling these great area stations to telecast simultaneously and giving advertisers an exciting double buy at an attractive bonus discount.

Extend your advertising on either Jefferson Standard television station to include the other—or buy both stations together. *You'll cover almost 60%* of all television homes in the Carolinas!*

Combination buys earn 15% discount on WBTW rates in addition to all other applicable discounts—*increased economy with increased coverage.* If you're already using WBTV, you can add the rich, balanced agricultural-industrial WBTW market at an exceptionally low cost-per-thousand.

Here's the combination for increased Carolina sales at a most economical rate. WBTV-WBTW, by microwave.

*NCS #3—March, 1958.

One call to CBS TV Spot Sales will do it!

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 2, 1959
Vol. 56 No. 9

TWO SUPREME COURT HAYMAKERS

- **Lower court ruling on NBC antitrust suit reversed**
- **It means network must go to trial on stations swap**
- **Other blow: state taxes on out-of-state firms upheld**

The Supreme Court last week issued two drastic rulings: one completely revising the picture in the Justice Dept.'s antitrust action against NBC; the other affecting the economics of broadcasting as an element of the American business community.

• The high court swept aside the contention that the Justice Dept. could not institute an antitrust suit when the FCC approved a transaction involving broadcast licensees.

It held that the government suit against NBC, involving the NBC-Westinghouse swap of stations, must go to trial. The suit had been dismissed by a federal district judge on the ground that the Commission's approval of the station exchange barred the Justice Dept. from bringing suit against the same transaction.

• In a sweeping—and in many quarters considered a sharp reversal of past decisions—the court held by a split vote that a state may levy a tax on the net income of a company that has no relation to the state except that some of its business emanates therefrom. The court did say that the tax must be laid only on that portion of a company's net income that can be apportioned to business from the taxing state.

How the high court upset the applecart for NBC:

The charge that NBC conspired to establish a monopoly in tv station ownership must now be litigated.

The result could be forced divestiture of tv stations from NBC ownership. This is what the Justice Dept. asked in its antitrust suit against NBC involving the 1955 NBC-Westinghouse swap of stations.

The U. S. Supreme Court last week ruled that the courts, not the FCC, have the right to dispose of charges of antitrust violations.

The unanimous ruling—by seven of the high court's nine justices (the other two did not participate)—reversed a Philadelphia district judge who dismissed antitrust charges against NBC.

The lower court held early last year that the Justice Dept. should have intervened before the FCC while the Commission was considering the NBC-Westinghouse Broadcasting Co. transfer case.

It also held that since the FCC approved the matter, the Justice Dept. was debarred from attacking the same transaction.

This was NBC's position before the Supreme Court when the case was argued last December. Both the Justice Dept. and the FCC contended that it was up to the courts to decide antitrust charges.

Approved by FCC • The FCC in December 1955 approved the swap of radio and tv stations between NBC and WBC. This involved NBC's stations in Cleveland being exchanged for WBC's Philadelphia stations. WBC also received $3 million from NBC.

The Justice Dept. brought suit in December 1956. It charged that NBC forced WBC to acquiesce to the transfers on threat of withdrawing NBC affiliations from Westinghouse stations.

The acquisition of the Philadelphia television station (WRCV-TV) gives NBC a monopoly position in five of the eight largest market areas in the country, the Justice Dept. alleged. It asked not only that the Cleveland-Philadelphia swap be abrogated, but that NBC be forced to divest itself of such assets as

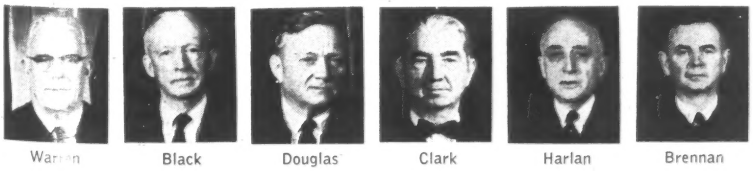
The seven votes in the NBC antitrust ruling

Warren Black Clark Harlan Brennan Whittaker Stewart

Two non-voters

Frankfurter Douglas

Majority of six upholding state taxes



Warren Black Douglas Clark Harlan Brennan

The three dissenters

Frankfurter Whittaker Stewart

Putting antitrust enforcement where it belongs

Here are significant excerpts from the Supreme Court opinion written by Chief Justice Earl Warren in the antitrust case against RCA-NBC:

". . . While [legislative] history compels the conclusion that the FCC was not intended to have any authority to pass on antitrust violations as such, it is equally clear that courts retained jurisdiction to pass on alleged antitrust violations irrespective of Commission action . . .

"This court consistently held that when rates and practices relating thereto were challenged under the antitrust laws, the agencies had primary jurisdiction to consider the reasonableness of such rates and practices in the light of the many relevant factors including alleged antitrust violations, for otherwise sporadic action by federal courts would disrupt an agency's delicate regulatory scheme, and would throw existing rate structures out of balance.

"While the television industry is also a regulated industry, it is regulated in a very different way. That difference is controlling. Radio broadcasters, including television broadcasters . . . are not included in the definition of common carriers in Paragraph 3(h) of the Communications Act . . . as are telephone and telegraph companies. Thus the extensive controls, including rate regulation, of Title II of the Communications Act . . . do not apply. Television broadcasters remain free to set their own advertising rates . . .

"[RCA-NBC], like unregulated business concerns, made a business judgment as to the desirability of the exchange. Like unregulated concerns, they had to make this judgment with knowledge that the exchange might run afoul of the antitrust laws. Their decision varied from that of an unregulated concern only in that they also had to obtain the approval of a federal agency. But scope of that approval in the case of the FCC was limited to the statutory standard, 'public interest, convenience and necessity.' . . .

"The monetary terms of the exchange were set by the parties and were of concern to the Commission only as they might have affected the ability of the parties to serve the public. Even after approval, the parties were free to complete or not to complete the exchange as their sound business judgment dictated. In every sense, the question faced by the parties was solely one of business judgment (as opposed to regulatory coercion), save only that the Commission must have found that the 'public interest' would be served by their decision to make the exchange. No pervasive regulatory scheme was involved.

"This is not to imply that federal antitrust policy may not be considered in determining whether the 'public interest, convenience and necessity' will be served by proposed action of a broadcaster, for this Court has held the contrary . . . Moreover, in a given case the Commission might find that antitrust considerations alone would keep the statutory standard from being met, as when the publisher of the sole newspaper in an area applies for a license for the only available radio and television facilities which, if granted, would give him a monopoly of that area's major media of mass communication . . ."

the court "deemed proper and necessary."

The stations involved in the exchange were NBC's WTAM-AM-FM and WNBK (TV) Cleveland (now WBC-owned KYW-AM-FM-TV) and WBC's KYW and WPTZ (TV) Philadelphia (now RCA-owned WRCV-AM-TV). Westinghouse bought the then WPTZ from Philco in 1953 for $8.5 million.

The FCC conducted an investigation of the coercion charges before it approved the transfer on Dec. 21, 1955. The approval was by a vote of five to one. Comr. Robert T. Bartley dissented, expressing fear that the Commission's approval might foreclose the Justice Dept. or the Federal Trade Commission from taking action in the event they concluded that the transaction violated the antitrust or monopoly laws.

Comrs. John C. Doerfer and Richard A. Mack rebutted this contention, holding that FCC approval could not effectively preclude action by other government agencies. The Commission kept the Justice Dept. advised, but was never asked to delay action on the transfer applications.

No Indictment • Before filing the civil suit, the Justice Dept. submitted the case to a grand jury in Philadelphia but no indictment was brought in.

NBC owns vhf tv stations in New York, Philadelphia, Washington, Chicago, and Los Angeles. It also owns uhf stations WNBC (TV) New Britain, Conn., and now-dark WBUF (TV) Buffalo, N. Y. Under FCC regulations, a single owner may own no more than seven tv stations, of which no more than five may be vhf.

NBC's Philadelphia television station is under attack from another quarter also. Philco Corp. last year protested to the FCC the license renewal of the NBC Philadelphia outlets on the ground that ownership by RCA of these communication media gave RCA an unfair competitive advantage. The FCC denied Philco's petition, stating that the Philadelphia radio-tv-appliance manufacturer had no standing to protest.

A U.S. circuit court overruled the FCC, and ordered the Commission to permit Philco to press its protest charges. NBC then asked the U.S. Supreme Court to review the appeals court decision, but last month the Supreme Court refused. So far the FCC has not set a date for a hearing on this protest.

Philco also has a $1.5 million triple-damage suit against RCA alleging unfair patent practices. This is still pending.

What it Means • Essentially what the Supreme Court said was that it is up to the courts to decide whether the anti-trust laws are violated—not the FCC.

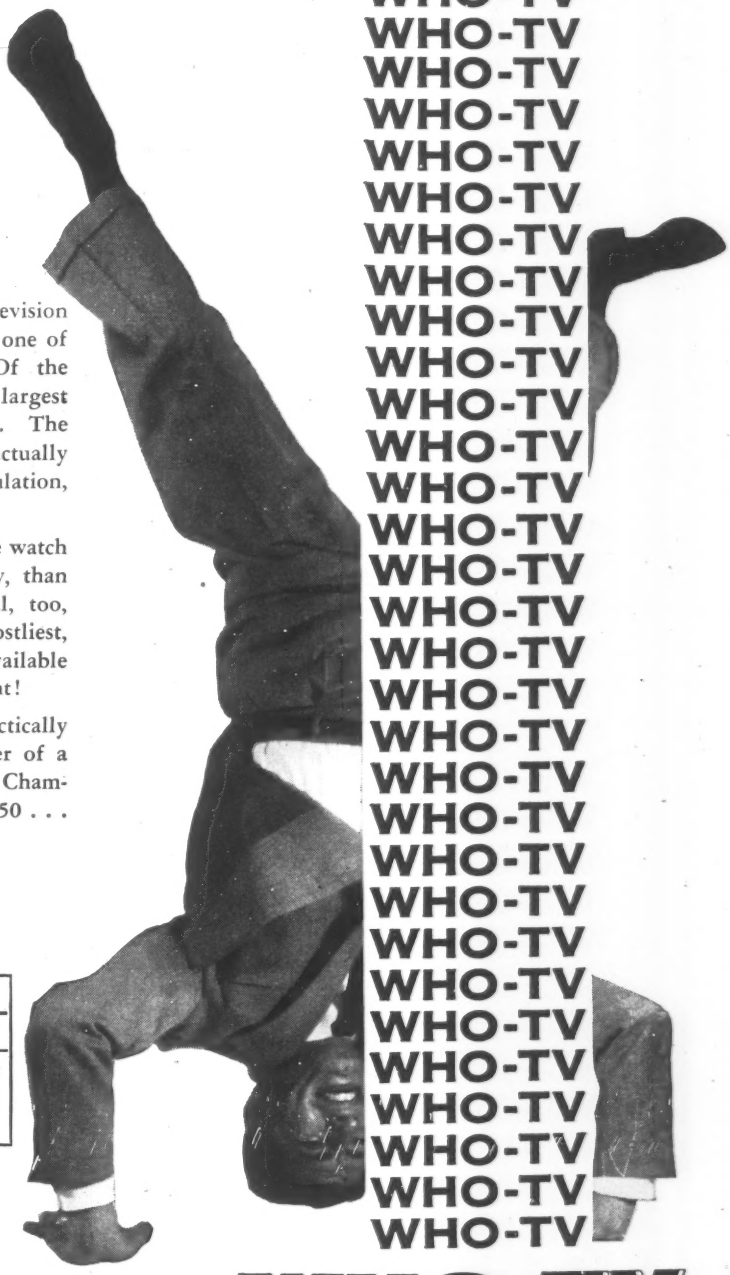
The opinion, delivered for the unanimous seven-man court (Justices Frankfurter and Douglas did not participate) was written by Chief Justice Earl Warren.

The Chief Justice quoted extensively from the legislative history of the antitrust provision of the Communications Act, and its predecessor the Federal Radio Act, and held that Congress did not intend that the FCC pass on antitrust violations.

". . . it is equally clear," the opinion stated, "that courts retained jurisdiction to pass on alleged antitrust violations irrespective of Commission action."

Even when Congress in 1952 deleted that portion of Sec. 311 considered for many years to put a broadcaster in double jeopardy—it provided that the Commission could refuse to license a broadcaster found guilty of antitrust violation even though the judge declined to order his license revoked—the legislative history of the 1952 amendments

WE'VE TURNED THE AUDIENCE UPSIDE DOWN!



Yes Sir, NCS No. 3 reveals a significant television situation in Central Iowa. Here WHO-TV is one of three stations competing for circulation. Of the three, WHO-TV gives you considerably the largest DAILY circulation—*daytime and nighttime.* The station with the largest *weekly* circulation actually retains the *smallest* percentage of DAILY circulation, daytime and nighttime.

To us, this clearly indicates that more people watch WHO-TV, more often and more consistently, than watch any other station. This seems logical, too, because WHO-TV gives this big market the costliest, fastest-moving, most exciting television fare available —not occasionally, but EVERY day and night!

Take *films,* for example. WHO-TV has practically every big film package in America—a quarter of a million dollars' worth—including MGM . . . Champagne . . . Galaxy 20 . . . Vanguard . . . Big 50 . . . Warner Brothers, and others.

Ask PGW for *all* the facts on WHO-TV.

NCS No. 3 CIRCULATION

	DAYTIME		NIGHTTIME	
	Weekly	Daily	Weekly	Daily
WHO-TV	**214,800**	**144,830**	**238,830**	**187,640**
Sta. "K"	197,100	129,430	218,850	173,370
Sta. "W"	222,750	133,260	255,470	180,350

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

Broadcast to a CONCENTRATED MICHIGAN AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000 consumers

in

PONTIAC and Oakland County MICHIGAN

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

showed that Congress considered the right of challenge to be made even of transactions approved by the FCC, Mr. Warren declared.

In the most significant portion of the decision, Mr. Warren ruled that the FCC does not have primary jurisdiction to enforce the antitrust laws in the field of broadcasting. Regulatory agencies which control rates and practices do have that right, Mr. Warren implied, but:

"While the television industry is also a regulated industry, it is regulated in a very different way. That difference is controlling. Radio broadcasters . . . are not included in the definition of common carriers . . . as are telephone and telegraph companies. Thus the extensive controls, including rate regulation . . . do not apply. Television broadcasters remain free to set their own advertising rates. Thus, there being no pervasive regulatory scheme, and no rate structures to throw out of balance, sporadic action by federal courts can work no mischief."

In a footnote, the Chief Justice called attention to the fact that since the FCC disavowed the power or the desire to foreclose the government from antitrust actions aimed at transactions which the Commission has approved, "it would be odd to impose the doctrine [of primary jurisdiction] when the experts deny the relevance of their skill."

The FCC may, however, consider antitrust policy in considering whether the "public interest, convenience and necessity" will be served by a proposed action of a broadcaster, Mr. Warren stated. In a given case, Mr. Warren noted, the Commission might find that the antitrust considerations alone might disqualify an applicant, "as when the publisher of the sole newspaper in an area applies for a license for the only available radio and television facilities, which, if granted, would give him a monopoly of that area's major media of mass communication."

Justice John M. Harlan commented in concurring with the result that the FCC's determination of public interest cannot constitute a "binding adjudication" upon any antitrust issue or serve to exempt a licensee from the antitrust laws.

And here's the tax jolt for many in broadcasting:

The business of broadcasting—in all its ramifications—is on notice that its net income is eligible to be taxed by every state in the Union.

This is the import of the U.S. Supreme Court ruling last week. The high court upheld state taxes on out-of-state companies doing a national business, provided that the tax is placed only on that portion of a company's net income generated by sales in the taxing state.

The decision, considered by one of the dissenting justices as a sharp break with past rulings, is considered likely to affect every segment of the broadcasting and advertising business.

Past Supreme Court decisions prohibited states from taxing companies engaged in interstate commerce, except where the companies had tangible assets in the taxing state.

Stations, networks, station representatives, advertising agencies, program syndicators are considered liable now for taxes in 49 states. All do business on a national scale.

Every element of the broadcast medium—which by its fundamental nature is interstate—is involved in the scope of this decision.

Speculation was rife last week that the Supreme Court's decision would encourage the imposition of a tax on net earning of any and all corporations doing business in any state.

Only 35 states now impose corporation income taxes on companies located within their borders. Companies pay such taxes in those states where they have their headquarters, or in which they maintain offices or plants. They have never paid an income tax to a state in which they had no tangible property or assets.

The 6-3 Supreme Court ruling involved income taxes by Minnesota and Georgia on out-of-state companies.

The Supreme Court upheld a Minnesota Supreme Court decision upholding the tax on an Iowa cement company, and reversed a Georgia Supreme Court decision holding unconstitutional a similar tax on an Alabama firm.

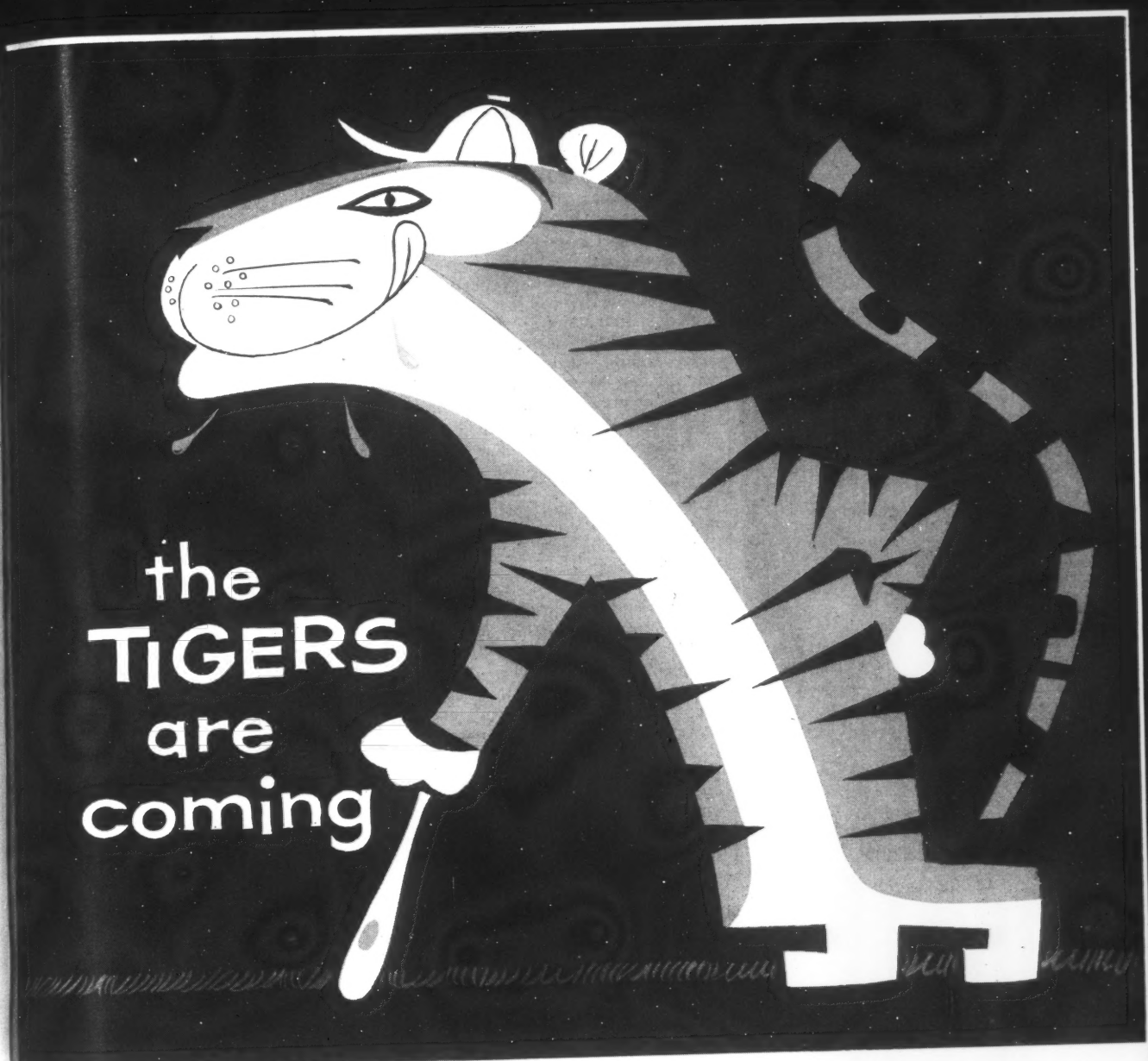
Justices Felix Frankfurter, Charles Evans Whittaker and Potter Stewart dissented. They said that the majority decision conflicted with the commerce clause of the Constitution which grants to Congress the sole right to regulate commerce with foreign nations, among the states and with Indian tribes.

Major advertising trade associations and networks declined to comment on the ruling. It was the feeling of many of these organizations that criticism of the decision was pointless.

One spokesman said "undue publicity" may give other states "ideas."

In both the Minnesota case and the Georgia cases, the out-of-state companies involved had offices in the taxing state.

In its broad endorsement of the state statutes, however, the court did not limit the tax liability to companies hav-



Again, WJBK delivers the big baseball-minded Detroit market

Michigan's most result-producing independent radio station carries the complete 1959 schedule of Detroit Tiger baseball games—night and day, at home and away. This is the 12th consecutive year WJBK has been selected for complete coverage of Tiger games.

10,000 Watts Days — 1,000 Watts Nights — 1500 KC

DETROIT'S BASEBALL STATION

WJBK

THE MODERN SOUND OF RADIO IN DETROIT

Represented by the KATZ AGENCY, INC.

Storer Broadcasting Company

WJBK WSPD WJW WIBG WWVA WAGA WGBS

STORER BROADCASTING COMPANY

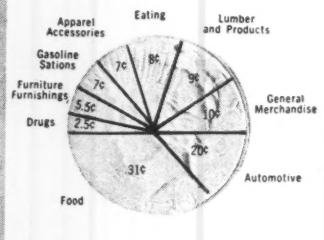
"THE VOICE OF LONG ISLAND"

W

is the only station that delivers the separate, distinct booming Long Island market

6th largest in the U.S. with a mass, quality, adult-buying audience!

HERE'S HOW LONG ISLANDERS SPEND A DOLLAR



H

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10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of Long Island

Represented by Gill-Perna

ing tangible assets in the taxing state. Tax experts believe that the court's decision permitting a state to tax, well might be applied even where a company receives business via traveling salesmen or through local advertising, newspaper-magazine-radio-tv or direct mail.

Louisiana Case • Such an interpretation is the basis for another tax case in Louisiana. This taxes net income of a company, whether or not it maintains offices in the state. This is pending a Supreme Court decision. States that impose corporate income taxes besides the states Minnesota, Georgia and Louisiana are:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Idaho, Iowa, Kansas, Kentucky, Maryland, Massachusetts, Mississippi, Missouri, Montana, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Virginia and Wisconsin.

The majority opinion, written by Justice Tom Clark, acknowledged the possibility of multiple taxation which would amount to more than 100% of the net income of a company, but ruled that since that question was not before it, the court did not have to rule on that point. It also stressed that the apportionment formulas by the states must be fair and equitable.

Comment by businessmen ran the gauntlet from "this is nothing new," to such statements as:

• States will now take a bigger bite out of corporate profits.

• This could mean a falling off of federal tax income—since state taxes are deductible on federal income returns.

• "The sanctity of interstate commerce has all but disappeared."

Recipe • The basic formula used by states which already tax that part of the net income of out-of-state companies attributed to business within the state involves a complicated three-part equation. This uses such factors as: (a) amount of company sales in the state compared to total sales, (b) company's payroll in state compared to total payroll, and (c) company property holdings in the state compared to overall company property.

The average of these three ratios is then applied to the company's total profits to ascertain the amount of tax due to the state.

Federal tax analysts in Washington expressed the view that the explicit working out of the court's decision would have to be done through litigation in specific cases.

Only after a couple of years of such clarification will the impact of the ruling be known, they explained.

In the only public negative comment on the decision, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, said he believed that a Constitutional amendment would be required to overthrow the court's ruling.

It was pointed out, however, that since a Constitutional amendment would require ratification by three-fourths of the states, and it was extremely unlikely that many states would vote to give up what might be a tax bonanza, there was little hope in that direction.

Although corporate taxes in the states varied, it was understood to run between 1.5% and 7.3%. In California, for example, the corporation tax on net income is 4%.

New York Gov. Nelson Rockefeller warned that the excessive use of such powers might discourage business activity.

New York Tax Commissioner Joseph H. Murphy echoed Gov. Rockefeller.

In the Minnesota case, the appellant was Northwestern States Portland Cement Co. an Iowa corporation engaged in the manufacture and sale of cement. In the Georgia case, the appellant was Stockham Valves & Fitting Inc., an Alabama company engaged in the manufacturing and selling values and pipe fittings.

In the court's majority opinion, Justice Clark stated the basic case as: the constitutionality of state net income tax laws levying taxes on that portion of a foreign company's net income earned from and "fairly apportioned" to business activities within the taxing state when those activities are exclusively in furtherance of interstate commerce.

The court held that net income from interstate operations of an out-of-state corporation may be subjected to state taxation "provided that the levy is not discriminatory and is properly apportioned to local activities within the taxing state forming sufficient *nexus* to support the same."

Justice Clark stated that based on previous Supreme Court decisions dealing with interstate commerce it was clear that:

• Congress has exclusive power to regulate interstate commerce. Failure of Congress to act on taxation does not free states to impose any direct restrictions or impositions on interstate commerce.

• States cannot impose taxes upon persons passing through, or coming into a jurisdiction merely for temporary purposes (such as "itinerant drummers").

• States may not impose a tax on the

Number ONE in a series . . .

Masla Market facts

BUFFALO, New York — 376,000 Radio Homes

Factory shifts: 7 am - 4 pm
4 pm - 11 pm
11 pm - 7 am

Office hours: 9 am - 5 pm

Payday: generally Saturday

Evenings stores stay open: Monday, Thursday

Afternoon stores close: Wednesday (summer)

Peak traffic hours: 6 am - 9 am
3:30 pm - 7 pm

WBNY

18 months of top ratings from 6 am to 12 midnight. Check Pulse, Hooper, Nielsen.

BAY CITY, Michigan — 31,000 Radio Homes

Office hours: 9 am - 5 pm

Evening stores stay open: Friday

Peak traffic hours: 8 am - 9:30 pm
11:45 am - 1:15 pm
4 pm - 6 pm

Bay City, gateway to fabulous summer and winter sports vacations, is visited by tourists from every State, year 'round.

WWBC

Basic buy with 5.6 average Pulse rating 7 am to 6 pm; top coverage; low cost.

JACKSONVILLE, Florida — 126,000 Radio Homes

Office hours: 9 am - 5 pm

Factory shift: 7 am - 4 pm

Evenings stores stay open: Monday, Friday

Peak traffic hours: 7 am - 9 am
11 am - 1 pm
4 pm - 6 pm

Military: U.S. Naval Air Station, Cecil Field
Annual payroll: over $50 million

Population growth: from 304,000 in 1950
to 449,000 in 1958

WIVY

Highest % adult listeners thanks to Ed Bell, Jacksonville's top radio personality.

FOR FURTHER FACTS ON THESE AND OTHER MASLA STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President
Clem O'Neill, Mgr. Midwest

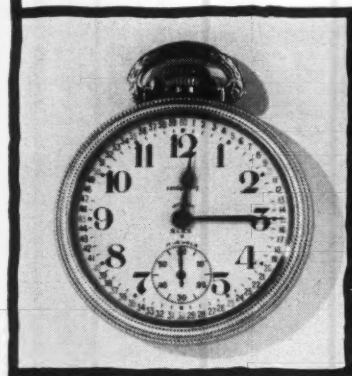
40 East 49 St.
N.Y.C. 17
PLaza 3-8571

Dick Lawrence
Director
of Programming

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Picture Q*

*What's your WOODquotient?

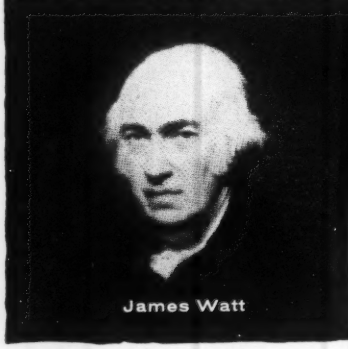


In how many of the 506 quarter hours per week does WOOD-AM have the greatest share of the audience? 372, 492, 453

(Answer: 455)

Which city isn't covered by WOOD-AM: Grand Rapids, Holland, Greenville, Portland, Carson City, Nashville?

(They all are. Sneaky, eh?)



How many watts do we have? 500 1000 5000

(Only 3 in the phone book, but WOOD has 5000.)

This is the man that says WOOD-AM has more weekly coverage than the next 3 stations combined. He is Mike Lareau, Bill Schroeder, A. C. Nielsen.

(A.C. Nielsen. But Mike and Bill agree.)

WOOD-AM is first—morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids

How to rate your WOODquotient:
0 right — Meathead — try copywriting
1-2 right — Study up man, you aren't with it
3 right — Ask your boss for a raise
4 right — Send us a resume; and when would you like to start?

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

privilege of engaging in interstate commerce.

• States may not impose a tax which discriminates against interstate commerce either by producing a direct commercial advantage to local business or by subjecting interstate commerce to multiple taxation.

It has been established since 1918, Mr. Clark said, that a net income tax on revenues derived from interstate commerce does not offend the constitutional limitations on interstate commerce. He continued:

"While it is true that a state may not erect a wall around its borders preventing commerce or entry, it is axiomatic that the founders did not intend to immunize such commerce from carrying its fair share of the costs of state government in return for the benefits derived from within the state. . . ."

On the question of multiple taxation, Mr. Clark declared:

"Logically, it is impossible, when the tax is fairly apportioned, to have the same income taxed twice. In practical operation, however, apportionment formulas being what they are, the possibility of the contrary is not foreclosed, especially in levies in domiciliary states."

The three-judge dissent, written by Justice Whittaker, termed the majority opinion a "novel" doctrine. The dissenting justices claimed that previous court opinions consistently held that a state could not impose a levy on interstate commerce. Here, they charged, the court was acknowledging that states may now do so. They questioned whether a corporation's net income could fairly be apportioned between interstate and intrastate business.

Justice Frankfurter, adding his own comments to the dissent, declared that the decision "will stimulate, if it does not compel, every state to devise a formula of apportionment to tax the income of enterprises carrying on exclusively interstate commerce."

He went on:

"They [the companies] will have to keep books, make returns, store records and engage legal counsel all to meet the diverse and variegated tax laws of 49 states, with their different times for filing returns, different tax structures, different modes for determining net income, and different, often conflicting, formulas of apportionment."

This will also increase the amount of litigation and the burden on the courts, Mr. Frankfurter said.

Besides Justice Clark, other members of the majority were Chief Justice Earl Warren and Justices William O. Douglas, Hugo L. Black, John M. Harlan and William J. Brennan Jr.

ANOTHER FABLE OF PROFITS*

(As the old seine goes—so goes the net)

ONCE UPON A TIME there was a station manager who loved to fish for business. He believed that he was worth his salt and could play his line with the best of them, but when it came to boating the big ones, he let them slip through his fingers.

One day while trying to unsnarl a wicked back lash, the friendly Bolling man came along and showed him how to *pitch* his bait accurately and securely hook Rainbow (including the pot of gold).

Today he nets the most . . . and his creel is overflowing with weighty *Contractia Regulatis* (money-fish*).

The moral of this story is . . . tie-up at the Bolling wharf, they have no peer.

**For finer fin$ phone us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO · DALLAS

United Artists Television

Presents the

SOLD NETWORK

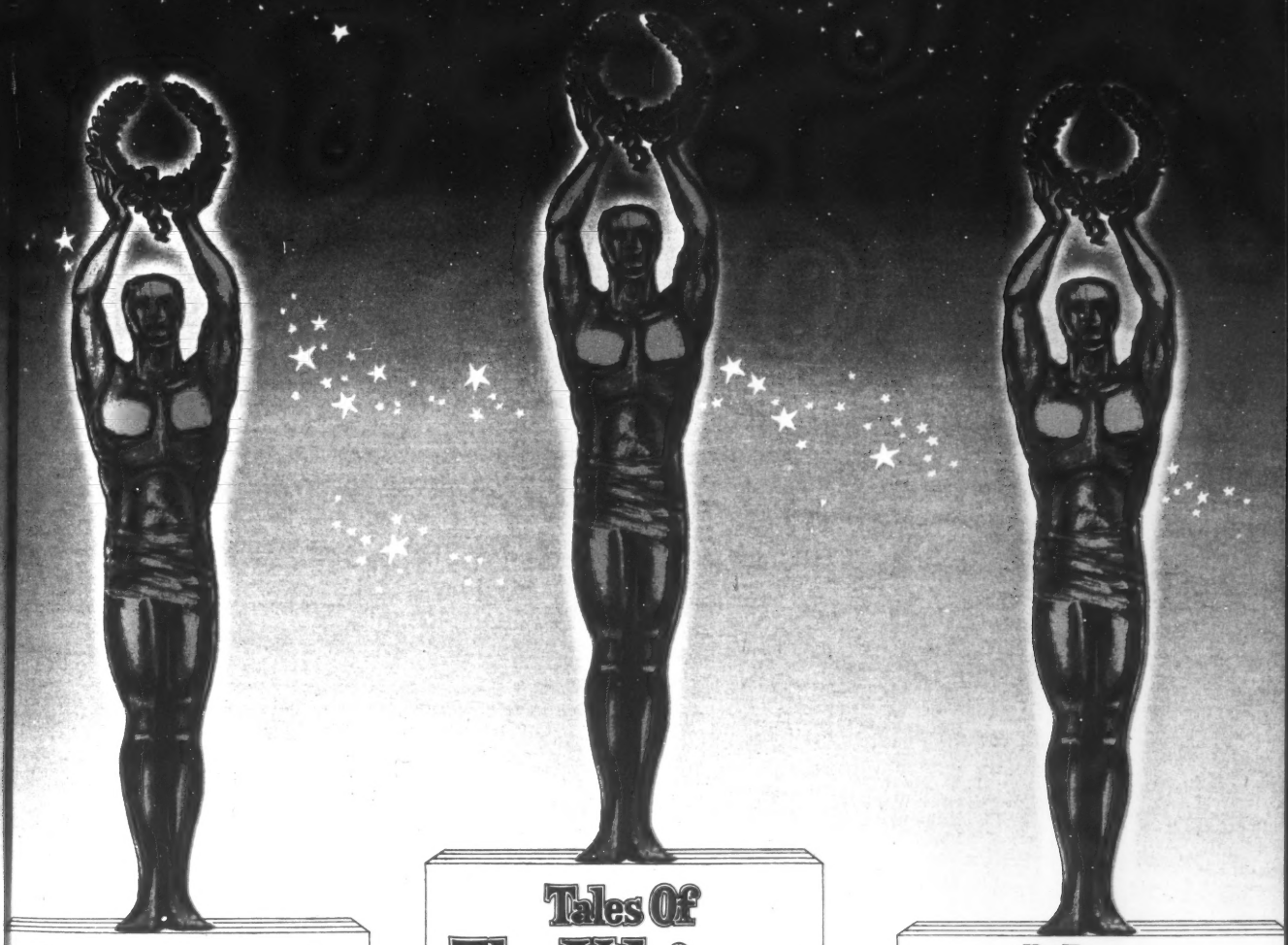
THE TROUBLESHOOTERS
starring
KEENAN WYNN
and co-starring
BOB MATHIAS
A Northstar Pictures Production

THE DENNIS O'KEEFE SHOW
starring
DENNIS O'KEEFE
A Cypress Production

low in production--
ward-quality half-hour filmed series--
o satisfy the most exacting demands
f America's top network, regional and local sponsors.

Write, Wire or Phone Now! United Artists Television, Inc.

e Golden Five for 1959



HUDSON'S BAY

starring
BARRY NELSON
with
PEDRO GONZALEZ GONZALEZ
A Northstar Pictures Production

Tales Of The Vikings

starring
JEROME COURTLAND
with
BUDDY BAER
A Brynaprod, S. A. Production

MIAMI UNDERCOVER

An exciting new surprise series!
An Aubrey Schenck-Howard W. Koch Production

o attract the finest of talents--United Artists
as committed to production of a firm 39 weeks of each series.
he first several episodes of each series are ready to speak for themselves.

29 Seventh Ave., New York 19, N.Y. Circle 5-6000

Don't chase after INFLATION

STOP IT!

Inflation can easily become a runaway horse.

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a corresponding increase in productivity. The reason: 75 per cent or more of the cost of what you buy is for labor.

It's kind of a chain reaction. With each round of wage and price increases, our dollar loses another chunk of purchasing power.

If things keep on this way another twenty years – or ten – or five – what will happen to your savings, your insurance, your pension plans, your children's education? Inflation robs you of your future security. Isn't it time to stop this senseless spiral?

* * *

Some people think they enjoy a little inflation –at least temporarily when they get a few more dollars in pay.

For a while they have more dollars to spend and everything is rosy.

But, too soon, comes the day when rising costs force prices up so high people don't have enough dollars to go around.

Nobody likes inflation then.

This message is being brought to you by

REPUBLIC STEEL

as a member of the

AMERICAN IRON AND STEEL INSTITUTE

Republic Steel fights inflation by fostering continuous cost-cutting advice to its customers. Figuring out ways of making things at lower cost is a management contribution to your well-being. One way Republic does this is by providing field service metallurgists who advise on economic steel selection and the most efficient processing, or fabrication methods to achieve best results.

NATIONAL SPOT TV SALES UP 14%

P&G holds top 10 lead as '58 time sales hit $511.7 million

A total of $511,704,000 was invested in spot television time by national advertisers last year, an increase of 14% over 1957. The new high mark in spot tv was reported last week by Television Bureau of Advertising. Spot figures are compiled by N. C. Rorabaugh Co.

TvB reported that advertisers spent $149,105,000 for spot tv time in the fourth quarter of 1958, "the highest quarterly figure in spot tv's history." The quarter represented a 24.4% increase over the same period in 1957.

The bureau also released its "top 10" spot tv advertisers for 1958. Procter & Gamble was first last year as it had been in 1957. Runnerup was Lever Bros. which had ranked No. 7 the year before.

"Darkhorse" of the big 10 was Adell Chemical Co. which advertises one product only—Lestoil, all-purpose liquid detergent. Adell was in third place compared to its No. 16 ranking in 1957. Brown & Williamson, No. 2 in 1957, was No. 8 in 1958; while American Home Products, No. 20 among the spot tv advertisers in 1957, rose to No. 10 last year.

Breakdown of the figures:

Top ten spot tv advertisers in '58

Rank	1958	1957 (With Rank)
1. Procter & Gamble	$33,833,100	$25,916,840 (1)
2. Lever Brothers	16,578,900	7,642,980 (7)
3. Adell Chemical	12,324,900	4,109,800 (16)
4. General Foods	11,008,000	8,447,900 (5)
5. Colgate-Palmolive	10,998,500	7,739,080 (6)
6. Continental Baking	9,223,900	10,190,060 (3)
7. Warner-Lambert	8,833,100	5,690,870 (11)
8. Brown & Williamson	8,019,600	12,988,920 (2)
9. Miles Laboratories	7,895,900	6,392,640 (9)
10. Am. Home Prod.	7,275,600	3,589,680 (20)

Estimated expenditures of top 100 national and regional spot tv advertisers in 4th quarter

1. Procter & Gamble	$9,273,500
2. Warner-Lambert	4,629,300
3. Lever Brothers	4,409,700
4. Adell Chemical	3,854,200
5. General Foods	2,690,500
6. Continental Baking	2,404,800
7. International Latex	2,155,900
8. Texize Chemicals	2,022,100
9. American Home Prods.	2,011,100
10. Miles Laboratories	1,950,200
11. Vick Chemical	1,944,900
12. Colgate-Palmolive	1,815,000
13. Standard Brands	1,680,800
14. Kellogg Co.	1,608,700
15. Brown & Williamson	1,393,900
16. J. A. Folger	1,287,300
17. Robert Hall Clothes	1,287,200
18. General Mills	1,144,700
19. American Tobacco	1,108,800
20. National Biscuit	968,800
21. Marathon Corp.	937,600
22. P. Lorillard	912,200
23. Avon Products	905,000
24. Corn Prod. Ref.	899,700
25. Gulf Oil	881,200
26. Food Mfrs.	835,400
27. American Chicle	833,300
28. Bristol-Myers	827,500
29. Coca-Cola/Bottlers	824,500
30. Nestle Co.	814,800
31. Quaker Oats	810,200
32. Wander Co.	809,500
33. Anheuser-Busch	807,400
34. Cont. Car-Na-Var	764,300
35. Pepsi-Cola /Bottlers	751,100
36. Shell Oil	734,900
37. Heublein	676,200
38. Norwich Pharmacal	603,400
39. Borden Co.	598,400
40. Salada-Shirriff-Horsey	595,400
41. U. S. Borax & Chem.	593,600
42. Atlantis Sales	590,900
43. Stokely-Van Camp	590,100
44. Sterling Drug	588,700
45. Sun Oil	581,800
46. Exquisite Form Bras.	577,300
47. Pharma-Craft	566,600
48. Drug Research	565,000
49. Andrew Jergens	$551,200
50. Carling Brewing	550,000
51. Minute Maid	545,800
52. Falstaff Brewing	528,700
53. General Motors	527,500
54. Standard Oil of Ind.	518,700
55. Esso Standard Oil	516,600
56. Chunky Chocolate	516,400
57. Nat. Cranberry Assn.	509,900
58. Helene Curtis	506,700
59. Fels & Co.	501,200
60. Maybelline	500,500
61. Carnation	500,300
62. R. J. Reynolds	499,200
63. Welch Grape Juice	497,500
64. Duffy-Mott	496,700
65. Chock-Full-O'Nuts	496,000
66. William Wrigley	482,600
67. National Brewing	479,700
68. Max Factor	473,800
69. Schlitz Brewing	470,500
70. Piel Bros.	463,600
71. Eversharp	459,500
72. Parker Pen	456,800
73. Helena Rubinstein	451,600
74. Schick	449,000
75. Chesebrough-Ponds	443,200
76. General Toy	430,700
77. Peter Paul	429,200
78. Gillette	420,800
79. Tea Council of U. S. A.	414,100
80. Consolidated Cigar	413,900
81. Philip Morris	402,800
82. American Bakeries	401,900
83. Wm. B. Reily & Co.	401,200
84. Taylor-Reed Corp.	398,000
85. National Dairy	394,200
86. Phillips Petroleum	392,900
87. Carter Products	383,600
88. Coty	374,200
89. Block Drug	371,200
90. Nehi /Bottlers	365,900
91. Monarch Wine	365,600
92. Theo. Hamm Brewing	356,400
93. Atlantic Refining	351,400
94. Kroger Co.	349,200
95. Cream of Wheat	348,400
96. Great A & P Tea	346,000
97. Interstate Bakeries	336,100
98. Economics Lab.	336,000
99. Ford Motor /Regl. Dlrs.	330,200
100. Wildroot	327,500

Advertisers by product classification in 4th quarter

AGRICULTURE	**$ 410,000**
Feeds, Meals	224,000
Misc.	186,000
ALE, BEER & WINE	**11,593,000**
Beer & Ale	9,828,000
Wine	1,765,000
AMUSEMENTS, ENTERTAINMENT	**175,000**
AUTOMOTIVE	**1,936,000**
Anti-Freeze	91,000
Batteries	106,000
Cars	1,257,000
Tires & Tubes	195,000
Trucks & Trailers	$42,000
Misc. Acc. & Supplies	245,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	**514,000**
Fixtures, Plumbing Supplies	108,000
Materials	176,000
Paints	111,000
Power Tools	37,000
Misc.	82,000
CLOTHING, FURNISHINGS, ACCESSORIES	**4,224,000**
Clothing	3,750,000
Footwear	243,000
Hosiery	216,000
Misc.	15,000
CONFECTIONS & SOFT DRINKS	**8,000,000**
Confections	4,464,000
Soft Drinks	3,536,000
CONSUMER SERVICES	**4,067,000**
Dry Cleaning & Laundries	21,000
Financial	733,000
Insurance	684,000
Medical & Dental	39,000
Moving, Hauling, Storage	82,000
Public Utilities	1,864,000
Religious, Political, Unions	462,000
Schools & Colleges	48,000
Misc. Services	134,000
COSMETICS & TOILETRIES	**11,665,000**
Cosmetics	2,908,000
Deodorants	400,000
Depilatories	14,000
Hair Tonics & Shampoos	1,926,000
Hand & Face Creams, Lotions	617,000
Home Permanents & Coloring	607,000
Perfumes, Toilet Waters, etc.	1,106,000
Razors, Blades	1,085,000
Shaving Creams, Lotions, etc.	438,000
Toilet Soaps	1,879,000
Misc.	685,000
DENTAL PRODUCTS	**3,548,000**
Dentifrices	1,553,000
Mouthwashes	1,788,000
Misc.	207,000
DRUG PRODUCTS	**15,483,000**
Cold Remedies	7,336,000
Headache Remedies	2,346,000
Indigestion Remedies	2,317,000
Laxatives	494,000
Vitamins	564,000
Weight Aids	459,000
Misc. Drug Products	1,659,000
Drug Stores	308,000
FOOD & GROCERY PRODUCTS	**44,191,000**
Baked Goods	6,886,000
Cereals	4,683,000
Coffee, Tea & Food Drinks	10,797,000
Condiments, Sauces, Appetizers	1,354,000
Dairy Products	2,334,000
Desserts	654,000
Dry Foods (Flour, Mixes, Rice, etc.)	3,282,000
Fruits & Vegetables, Juices	4,191,000
Macaroni, Noodles, Chili, etc.	759,000
Margarine, Shortenings	2,111,000

(Continues on next page)

Meat, Poultry & Fish	$1,689,000
Soups	208,000
Misc. Foods	2,071,000
Misc. Frozen Foods	528,000
Food Stores	2,644,000
GARDEN SUPPLIES & EQUIPMENT	**45,000**
GASOLINE & LUBRICANTS	**6,778,000**
Gasoline & Oil	6,524,000
Oil Additives	199,000
Misc.	55,000
HOTELS, RESORTS, RESTAURANTS	**121,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	**9,814,000**
Cleaners, Cleansers*	8,245,000
Floor & Furniture Polishes, Waxes	1,025,000
Glass Cleaners	122,000
Home Dry Cleaners	227,000
Shoe Polish	80,000
Misc. Cleaners	115,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**1,185,000**
HOUSEHOLD FURNISHINGS	**980,000**
Beds, Mattresses, Springs	456,000
Furniture & Other Furnishings	524,000
HOUSEHOLD LAUNDRY PRODUCTS	**8,447,000**
Bleaches, Starches	1,144,000
Packaged Soaps, Detergents*	6,704,000
Misc.	599,000
HOUSEHOLD PAPER PRODUCTS	**1,472,000**
Cleansing Tissues	542,000
Food Wraps	467,000
Napkins	65,000
Toilet Tissue	129,000
Misc.	269,000
HOUSEHOLD, GENERAL	**1,062,000**
Brooms, Brushes, Mops, etc.	130,000
China, Glassware, Crockery, Containers	261,000
Disinfectants, Deodorizers	348,000
Fuels (heating, etc.)	75,000
Insecticides, Rodenticides	66,000
Kitchen Utensils	$4,000
Misc.	178,000
NOTIONS	**74,000**
PET PRODUCTS	**1,258,000**
PUBLICATIONS	**151,000**
SPORTING GOODS, BICYCLES, TOYS	**2,092,000**
Bicycles & Supplies	16,000
General Sporting Goods	—
Toys & Games	2,009,000
Misc.	67,000
STATIONERY, OFFICE EQUIPMENT	**26,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**463,000**
Antennas	20,000
Radio & Television Sets	53,000
Records	229,000
Misc.	161,000
TOBACCO PRODUCTS & SUPPLIES	**5,800,000**
Cigarettes	4,796,000
Cigars, Pipe Tobacco	822,000
Misc.	182,000
TRANSPORTATION & TRAVEL	**705,000**
Air	397,000
Bus	169,000
Rail	126,000
Misc.	13,000
WATCHES, JEWELRY, CAMERAS	**861,000**
Cameras, Accessories, Supplies	43,000
Clocks & Watches	43,000
Jewelry	63,000
Pens & Pencils	662,000
Misc.	50,000
MISCELLANEOUS	**1,965,000**
Trading Stamps	225,000
Misc. Products	659,000
Misc.	1,081,000
TOTAL	$149,105,000

* Liquid cleaners (i. e. Lestoil) now included in sub-class, "cleaners, cleansers."

Tax hike protested

A proposed 4% sales tax would drive ad business away from New York City, the League of Advertising Agencies Inc., New York, Mayor Robert Wagner warned Feb. 17. In a wire signed by Bernard M. Reiss, LAA president, the mayor was cautioned that a sales tax boost would greatly reduce payrolls in the city by forcing agencies to use out-of-town printers, engravers, typographers and suppliers and might induce out-of-town clients to switch from New York agencies to avoid the tax bite. League member agencies lost over $1 million in billings when the sales tax was raised from 2% to 3%, Mr. Reiss said.

Pepsi pushes local ads

How to use advertising locally and to the best advantage will be spotlighted by a Pepsi-Cola management team to bottlers around the country. A nationwide swing starts March 9 in San Francisco and ends April 16-17 in Washington, D.C.

On the program is a primer on how to buy the broadcast medium, the best periods in the day and which days of the week. Pepsi-Cola is out to increase bottlers' advertising in radio and tv as well as other media.

A Crisis Conference • Grey Adv., agency for Greyhound Corp., had an executive meeting last week to talk about the next move in a feud with Steve Allen. The dispute is over ownership of the name "Steverino," to which the greyhound that has been Greyhound's corporate symbol has answered for the past two years.

Greyhound has cancelled its sponsorship on the *Allen* show effective March 8 and starting on March 18, is investing in the Jack Benny special programs on CBS-TV. And now Steverino finds himself in Mr. Allen's doghouse because the comedian claims that the nickname "Steverino" belongs to him.

Bell Meadows Enterprises Inc., New York, which produces the *Allen* program, last week notified Grey Adv. that the word "Steverino" is "a soubriquet" for Steve Allen, and added that "under these circumstances, we cannot permit the use of the word 'Steverino.' " In addition, attorneys for Mr. Allen sent a letter by certified mail to the three tv networks, enclosing the message sent to Grey Adv. and adding: "Please be advised that we shall be obliged to institute proceedings to protect the client's rights."

Officials of Grey Adv. insist that Mr. Allen's tactics are designed to deprive the greyhound of "her legally registered name." They point out that Steverino is registered with the National Coursing Assn. with the registry number 3505 volume 50, dated June 21, 1957.

Grey officials acknowledge that they had planned to use Steverino on the Jack Benny specials. They declined to discuss their course of action if Mr. Allen institutes legal proceedings. A spokesman said: "The fact that this freedom to perform on television is being denied Steverino, the greyhound, a dog who cannot speak for herself, does not make the matter less important."

In the picture above, Steverino (or whatever her name) meets with Grey executives including the three whose faces show (l-r), Christopher Cross, Al Hollender and Walter Grosvenor.

It's Bright!

It's Lively!

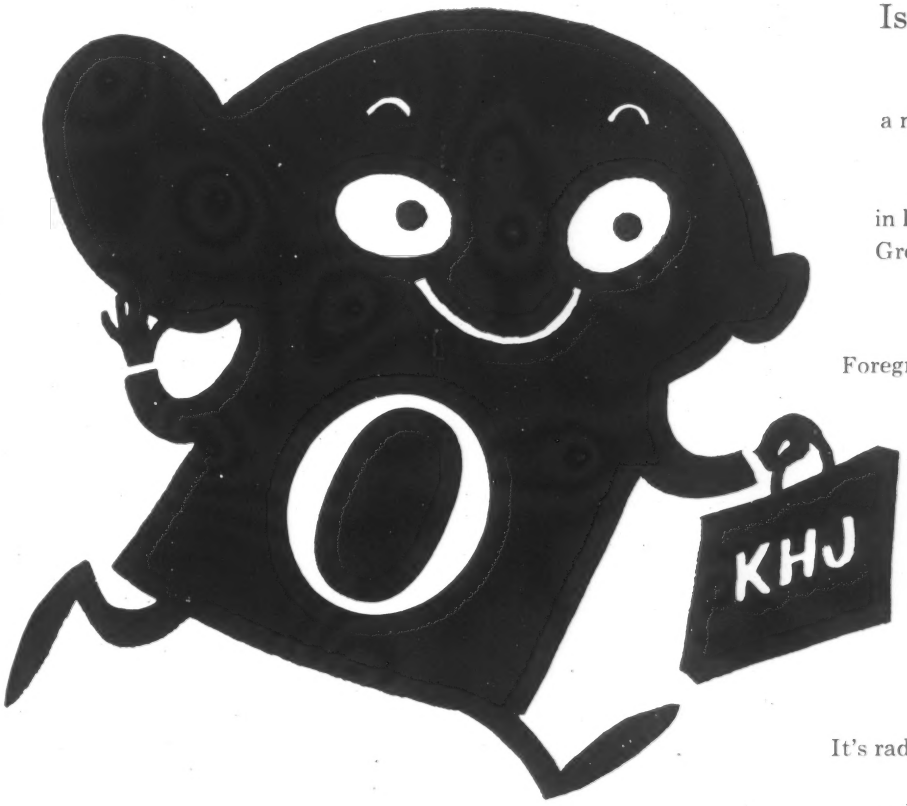
It's All New!

"O" makes it Official

He's spreading the word.

The **NEW** KHJ

Is soon to be heard!



Beginning March 16th, a new sound will be coming from the 93 spot on the radio dial in hundreds of thousands of Greater Los Angeles homes.

It's the bright, lively, new, animated Foreground Sound of Radio 93 KHJ-Don Lee . . . more appealingly vital, more attention compelling than ever before.

It's the newest, most modern way to tell your story to the adult market.

It's radio in motion . . . Radio 93 KHJ-Don Lee and it's coming March 16th.

Listen for it!

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

SPOT RADIO OFF A BIT IN '58

2d half drags year 1.9% below 1957—SRA

National spot radio was down an estimated 1.9% last year compared with 1957.

So reported Lawrence Webb, managing director, Station Representatives Assn., last week. He also said the SRA comparative estimates (supplied by Price Waterhouse accounting firm) showed a decline of 8% in the fourth quarter of 1958.

While the first quarter of 1959 has still one month to go, current trends indicate total sales in national spot radio for the quarter will about equal the figure chalked up in the first quarter of 1958.

The first and second quarters of 1958 were ahead of the pace set in the same periods of 1957, 2.5% and 6.7%, respectively. But the drop started with the third quarter (down 7.8%) and continued in the fourth quarter.

The final 1958 estimates revealed by SRA showed total gross sales at $166,367,000.

National spot radio gross sales for each quarter of 1958 and 1957 as reported by SRA:

	1958	1957	Increase or Decrease
1st Quarter	$41,963,000	$40,916,000	+2.5%
2d Quarter	41,671,000	39,027,000	+6.7%
3d Quarter	38,171,000	41,118,000	−7.8%
4th Quarter	44,562,000	48,452,000	−8.0%

GM, Susskind planning eight new tv specials

General Motors Corp is tooling up for the next tv season.

In the process, GM has solidified its tie-in with producer David Susskind and his Talent Assoc. Ltd. Mr. Susskind already is connected with a new Oldsmobile show that goes on the air this month, and now has been hired by GM for a series of eight specials to be programmed in the 1959-60 season.

The specials will star Art Carney, four of them to be 90 minutes, and four will be an hour long. Talent cost alone will come to about $2 million. Featured will be the versatility of Mr. Carney. Some of the shows will be revues, some in the children's show pattern, others in dramatic form. Said Mr. Susskind: The series will alternate with show lengths and will take advantage of different art forms. Network and time period have not yet been selected.

Sponsors in the program: AC Spark Plug Div. (through D.P. Brother & Co., Detroit) sharing with one of the "accessories" divisions of GM handled by Campbell-Ewald, Detroit.

D.P. Brother, meantime, on behalf of Oldsmobile, will work with Mr. Susskind in producing a new series, *Oldsmobile Music Theatre*, that will start March 26 on NBC-TV (Thursdays 8:30-9 p.m.) as the auto firm drops *Patti Page Show* on ABC-TV. Said the agency: A little different, not in the regular variety pattern—"dramatization integrated with music." Mr. Susskind is executive producer, Frank E. Egan, of D.P. Brother, New York, is associate producer.

RTES hears about vtr growing pains

That videotape is a marvel no one will dispute. That it is subject to growing pains—as any fledgling technique—is becoming increasingly apparent as the initial glow wears off and it begins to be used as an everyday tool rather than a gee-whiz gimmick.

A man who's been working intimately with videotape for the past six months recounted some of these growing pains last week before the Radio & Television Executives Society in New York. Al Cantwell, head of live production for BBDO, subtitled his talk "Vtr and How I Got My Ulcer."

The hope that videotape would make it easier for agency people to get their work done during normal duty hours has not yet been realized, he said, commenting that BBDO personnel had worked more nights and weekends in the past six months than at any time in their lives. The primary reason is the lack of studio facilities, complicated by the tremendous acceptance of the videotape method and the consequent demand by clients. This shortage of studio space is especially critical in New York, Mr. Cantwell said, noting that most of new studio construction in recent years has been on the west coast. If something isn't done to correct this situation, he said, "many of us will be running gas stations in Florida."

'Hamlet,' for Instance • Mr. Cantwell drew on BBDO's experience with last week's "Hamlet" broadcast on CBS-TV's *du Pont Show of the Month* as a good example of what tape can and cannot do. For one thing, it can now be edited with good results—50 segments were shot for the 90-minute taped program. However, he noted that the music for the show was done live, as sound tracks cannot be edited as the visual segments are. "Hamlet" was brought in at a price 50% under that which it would have cost on film, but more than it would have cost live. The differential was worth it, he said, because of the added production values gained through vtr.

The role vtr can play in spot television was described as a two-way affair by the BBDO executive. Not only can agencies send out commercials by tape, but stations who want to do local commercials can send them back to the agencies for approval, thereby giving the clients a sure record of what they're getting in local markets.

Mr. Cantwell pointed to three improvements most needed in videotape: (1) mobile equipment, (2) better editing methods and (3) mass duplicating facilities. Beyond that, he said the transition of commercial and program operations to tape would be made easier when film companies drop their hostility to the technique and adapt to it.

Loew's banks on radio

Greater use of radio advertising this year was intimated at the annual meeting of Loew's Inc. (see story page 76) Thursday (Feb. 26) in New York. Although ad expenditures will be less than in recent years, it was announced to stockholders that promotion money will be spent where the most effective results are obtained at the least cost. Loew's has budgeted $4,800,000 for 1959 advertising purposes, compared to $5,292,000 spent in 1958 and $6,317,000 in 1957.

An illustration of the new promotion policy is seen in plans set for MGM's new motion picture "Night of the Quarter Moon," which opens March 4 in New York's Capitol Theatre. Radio use will predominate, with various disc jockeys carrying the ball.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 19-25 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Feb. 19	Playhouse 90 (9:30 p.m.)	CBS-TV	21.6
Fri., Feb. 20	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.6
Sat., Feb. 21	Gunsmoke (10 p.m.)	CBS-TV	27.2
Sun., Feb. 22	What's My Line (10:30 p.m.)	CBS-TV	22.4
Mon., Feb. 23	Danny Thomas (9 p.m.)	CBS-TV	28.3
Tues., Feb. 24	Rifleman (9 p.m.)	ABC-TV	26.0
Wed., Feb. 25	Wagon Train (7:30 p.m.)	NBC-TV	29.2

Copyright 1959 American Research Bureau

tip-off:

to timebuyers! In Nebraska IT TAKES JUST ONE! KMTV, and ONLY KMTV, scores in both Omaha and Lincoln — Nebraska's ONE big market! A new referee (the Lincoln ARB) proves Channel 3 is Lincoln's most popular station too! Specifically, KMTV leads in more quarter hours than the Lincoln station and in more quarter hours than the other Omaha stations combined! KMTV also outpoints all competition 7 to 3 for Lincoln's 10 most popular shows! As outlined in NCS =3.

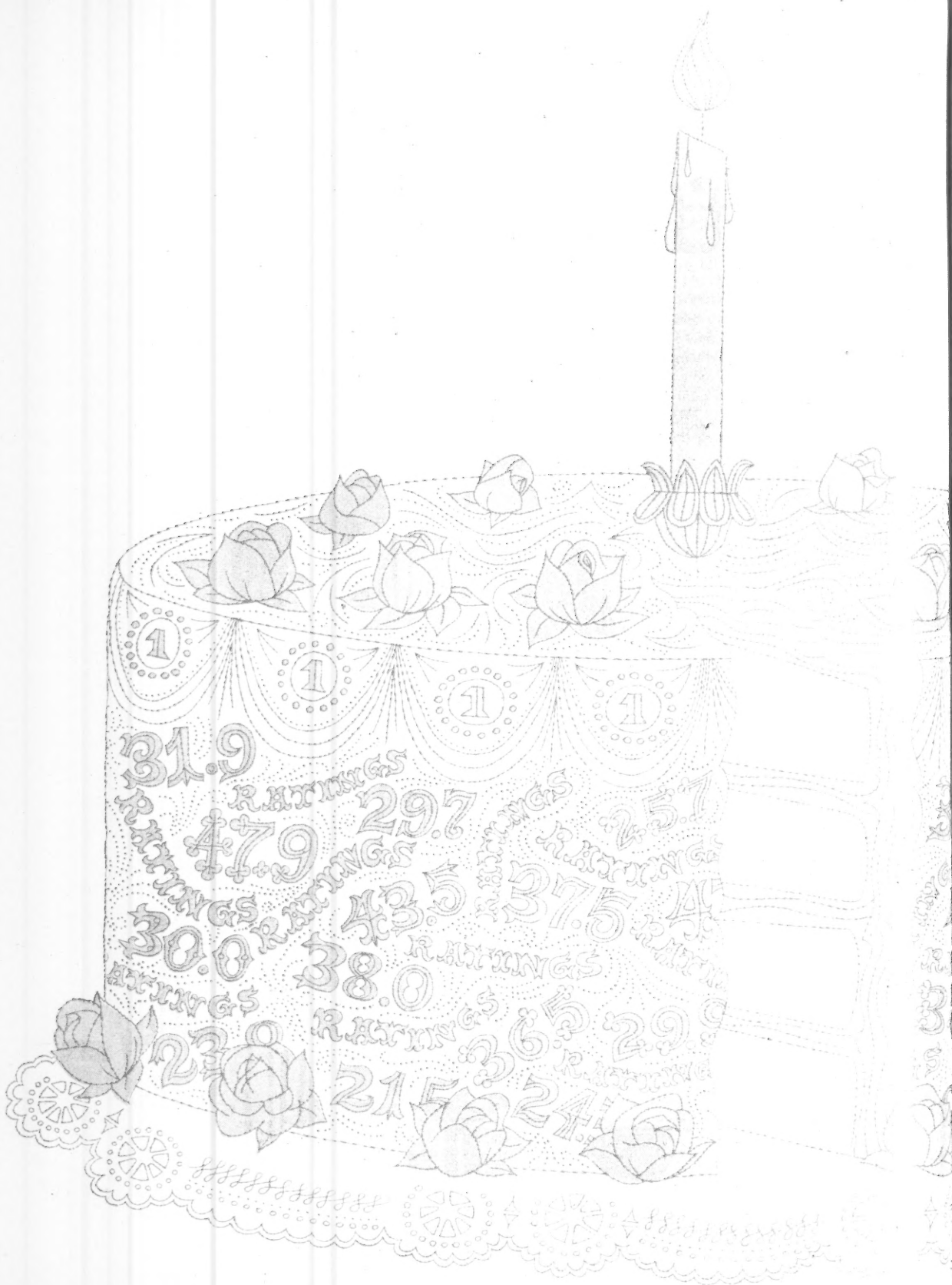
REACH MAKES THE DIFFERENCE!

OMAHA
kmtv3

P.S. WE ARE WINNERS IN OMAHA, TOO.

BILL FRIES

COACH PETRY AND HIS PROFESSIONALS HAVE THE KMTV STORY.


31.9
RATINGS
47.9
RATINGS
30.0
RATINGS
23.8
RATINGS
29.7
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43.5
RATINGS
38.0
RATINGS
21.5
RATINGS
37.5
RATINGS
24.1
RATINGS
25.7
RATINGS
29.9
RATINGS

Many Happy Returns!

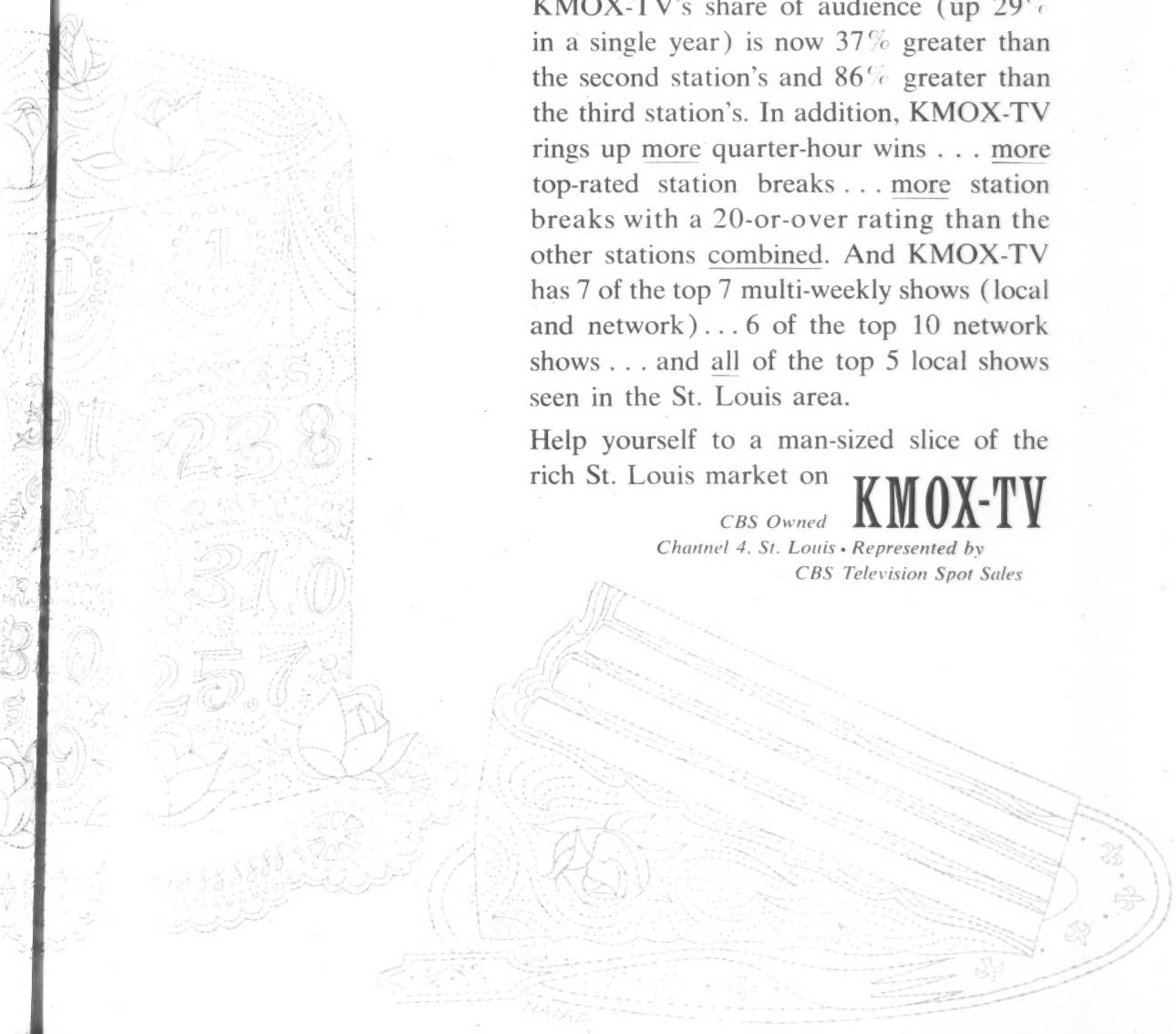
(from ARB, Nielsen and Pulse)

All three rating services agree: it's been a terrific first year for KMOX-TV as a CBS Owned station. Month after month, returns from ARB, Nielsen and Pulse show that Channel 4 is St. Louis' favorite station.

Just look at the latest ARB, for example. KMOX-TV's share of audience (up 29% in a single year) is now 37% greater than the second station's and 86% greater than the third station's. In addition, KMOX-TV rings up more quarter-hour wins . . . more top-rated station breaks . . . more station breaks with a 20-or-over rating than the other stations combined. And KMOX-TV has 7 of the top 7 multi-weekly shows (local and network) . . . 6 of the top 10 network shows . . . and all of the top 5 local shows seen in the St. Louis area.

Help yourself to a man-sized slice of the rich St. Louis market on **KMOX-TV**

CBS Owned
Channel 4, St. Louis • Represented by
CBS Television Spot Sales



USS, BBDO PUT TV TAPE TO TEST

Big commercial taped in 13 hours compared to 14 days on film

U.S. Steel Corp. and BBDO last week pulled off no mean feat in taping tv commercials.

In one day (Tuesday, Feb. 24)—from 9:30 a.m. to "final" tape at about 10:30 p.m.—steel company and agency executives worked with production crews on a 2½ minute tv commercial. Approximately 24 hours later the commercial was inserted in *The U.S. Steel Hour* on CBS-TV. A similar production on film would have taken at least two weeks to produce.

Cost of the commercial fell in the $10-15,000 range.

BBDO's executive producer on the commercial, Jack Zoller, commented after the taping, "some of our people said they would rather have been involved in a half-hour or hour show."

Most Unique • U.S. Steel's Thomas W. Norton, manager-general advertising, who was in New York especially for the taping session, thought the commercial was "the most unique auto message we have produced to date—and it is probably one of the most elaborate ever put on tape."

Why tape? Mr. Norton explained some of USS' thinking: "The tape medium itself gives us the control coupled with the feeling of 'immediacy' that we needed for this commercial."

But U.S. Steel does not expect to give up its use of filmed commercials, nor live tv, according to Mr. Norton. On the other hand, he asserts there's a road ahead in tape: "I can say we are very interested in video tape and expect to see broader and even more imaginative applications of it develop."

To do the commercial, which involved five different 1959 auto makes (Chevrolet, Plymouth, Ford, Lark and Rambler) and a Stutz (1917 model), the agency and advertiser needed space—facilities to handle automobiles.

The studio that could handle the job was Videotape Productions of New York Inc., which opened for business only a few weeks ago and uses the old Century Theatre on Seventh Ave. (between 58th and 59th Sts.) in Manhattan. Before Videotape Productions leased the theatre, NBC-TV had used it for more than four years to originate many of its live programs.

Steel's Schedule • The advertiser's schedule reveals final approval to place the commercial on tape near mid-January, receipt of storyboard on Feb. 11. From that time on: Interval while USS management checked over plans.

CBS-TV, where taping could have been accomplished, was not available because of previous commitments. Client and agency wanted to do the commercial in New York (where the show originates) if possible. Once the client and agency had decided to do the job on tape, film was out as was a live production.

A filmed commercial, according to the production people who worked on "S-9-8, Automobiles" (working title of the commercial), would have required two weeks at the very minimum to produce a comparable commercial. Live tv was out because perfection was improbable on a live run through and the staging extremely difficult.

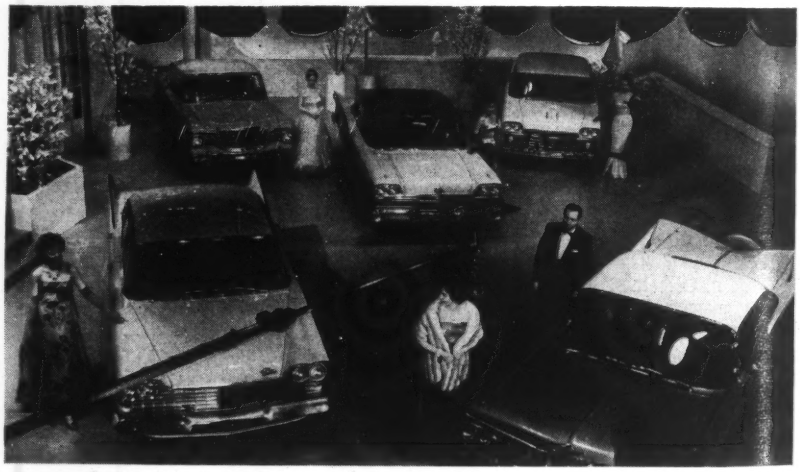
Editing a Key • As it happened, the producers were limited with tape. It was necessary to rely heavily on editing, which Mr. Zoller said, "now can be done as adroitly with tape as with film." Two editing methods were used: Gen-Lock which permits pre-editing, and the "ordinary" splice of two pieces of tape as it is done in film.

Two major preliminary production chores were completed before taping. Music and singing (barbershop quartet and other singer groups) was pre-recorded at WOR Studios in New York and all of Monday (Feb. 23) was devoted to the lighting of the automobiles. It took 2½ hours lighting for each of the automobiles. "More difficult than lighting a female star," commented Mr. Zoller.

From End Back • The commercial was not shot in sequence as the producers worked back from the end of the commercial for most of the production.

U.S. Steel's stake in the commercial, other than in wanting the usual good performance: the "industry" type com-

Barbershoppers serenade 1917 Stutz: "We love this car. . . . It's made of steel."



Scope of the tape session can be seen as action cuts to contemporary cars.

mercial—such as the use of steel in automobiles — demands extra care. When more than one make of any product is used, it's important to give each equal exposure.

The commercial was of the type usually associated with Hollywood. Costuming, scenery and background were in the West Coast tradition. Talent included 10 on camera and another six voices and music.

Top Control • By taping the commercial, top production control could be applied by U.S. Steel and BBDO representatives who had overall responsibility. If live, their control would be minimum except in rehearsal, and if on film, there would be the usual delay in rushes and retakes.

Control was exercised by a foursome from Pittsburgh, two from U.S. Steel and two from BBDO's Pittsburgh office who are on the USS account. They were Mr. Norton and Kenneth Schwartz, production supervisor, both with the steel company; Taylor Urquhart, account supervisor and Robert Corregan, account executive, both BBDO.

Besides Mr. Zoller, other credits: Mary Babcock, assistant producer (BBDO); Len Valenta, director (freelancer) and among others two engineers, an audio man, a sound effects man, a lighting director, an assistant director, a technical director and a costume director.

Up to this point, U.S. Steel and its agency had been doing "simple things" on tape, and had yet to tackle a "big one." They passed that point last week.

RAB SALES CLINICS Begin April 20 with 46 separate sessions

Practical methods by which salesmen can effectively sell more radio time will be examined and discussed during the 1959 Radio Advertising Bureau's area sales clinics for member stations starting April 20. This year's sales clinic series will include 46 separate sessions in 31 cities (see below).

In announcing the series schedule, Kevin B. Sweeney, RAB president, said more meetings than last year are scheduled for stations in small-to-medium and medium-to-large markets. Using the format introduced during the 1958 series, RAB will present case histories which document successful selling ideas, and will provide stories particularly appropriate to the size and character of stations and markets.

RAB executives, in addition to Mr. Sweeney, who will participate in the clinics include John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member service; Arnold Katinsky, assistant director of member service, and Bob Nietman and Pat Rheaume, regional sales managers.

RAB's sales clinic schedule is as follows (size designations refer to size of markets from which broadcasters will be coming):

Week of April 20—Tulsa: small to medium, medium to large; Dallas: medium to large, small to medium; New Orleans: small to medium; Minneapolis: small to medium; Des Moines: small to medium; Kansas City: small to medium; Memphis: small to medium, medium to large.

Week of April 27—Omaha: medium to large; Denver: medium to large; Salt Lake City: small to medium; Seattle: small to medium, medium to large; Portland, Me.: small to medium; Boston: small to medium; Dayton: medium to large; Albany: small to medium; Rochester: medium to large.

Week of May 4—San Francisco: small to medium, medium to large; Los Angeles: medium to large, small to medium; Philadelphia: small to medium, medium to large; Baltimore: medium to large; Norfolk: small to medium.

Week of May 11—Cincinnati: small to medium, medium to large; Cleveland: small to medium, medium to large; Milwaukee: small to medium; Chicago: small to medium, medium to large; St. Louis: small to medium, medium to large.

Week of May 18—Detroit: small to medium, medium to large; Pittsburgh: small to medium, medium to large; Charlotte: small to medium; Atlanta: small to medium, medium to large; Miami: small to medium, medium to large.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,403,000 people in the U.S. over 12 years of age during the week Feb. 6-12. They spent:

2,148.9 million hours	Watching Television
1,086.7 million hours	Listening to Radio
464.2 million hours	Reading Newspapers
228.1 million hours	Reading Magazines
352.9 million hours	Watching Movies on Tv
93.9 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

(Copyright 1959 Sindlinger & Co.)

SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 113,686,000 people over 12 years of age have access to tv (89.9% of the people in that age group); (2) 44,272,000 households with tv; (3) 48,879,000 tv sets in use in the U.S.

• Business briefly

Time sales

• North American Cigarette Mfrs. Inc. (Diplomat cigarettes), N.Y., is using spot radio in New York, Baltimore, Philadelphia and Washington, to introduce Diplomat, called the "safer cigarette." Robert M. Marks & Co., N.Y., is agency.

• The U.S. Pool Corp. (Famous Gertrude Ederle Dive and Swim pools), N.Y., continues with spot radio and tv campaign in markets east of Mississippi (more than 100 markets being used). U.S. Pool eventually will extend its drive to Pacific Coast. Agency: Levy Adv., Newark, N.J.

• NBC-TV's twin Mary Martin Easter Sunday colorcasts (March 29. 4-5 and 8-9 p.m.) are nearly sold out. General Foods through J. Walter Thompson has purchased the matinee, *Magic With Mary Martin*, for its Instant Tang. U.S. Time Corp. (Timex watches and clocks), reportedly will sponsor half of the evening performance, *Music With Mary Martin* through Doner & Peck.

• American Express Co., N.Y., through Benton & Bowles, N.Y., and Travelers Insurance Cos., Hartford, through Young & Rubicam, N.Y., will sponsor CBS-TV's coverage of Masters Golf Tournament, Augusta, Ga., on April 4, 5-6 p.m., and April 5, 4:30-6 p.m.

• Muriel Cigars, of Consolidated Cigar Corp., has signed for one-third sponsorship of NBC-TV's *Cimarron City* (Sat. 9:30-10:30 p.m., EST) on alternate weeks starting March 14. Procter & Gamble Co. has extended its one-third participation to five additional dates between February and June. Muriel order placed through Lennen & Newell Inc., N.Y.

• Latest participations purchased from ABC-TV: Carter Products (liver pills), N.Y., *Jubilee, U.S.A.* (Sat. 8-9 p.m.) through Ted Bates effective Feb. 14; Colgate-Palmolive Co., (dental cream), N.Y., *Colt .45* starting April 12 through Ted Bates; Elgin National Watch Co., Elgin, Ill., quarter-hour segments of

spot

summer radio goes where th

re the family goes

People **do** take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

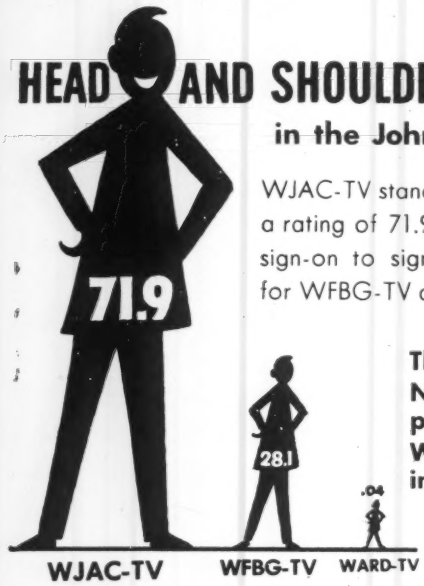
SPONSORED BY MEMBER FIRMS OF

SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connel Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

HEAD AND SHOULDERS ABOVE THE REST

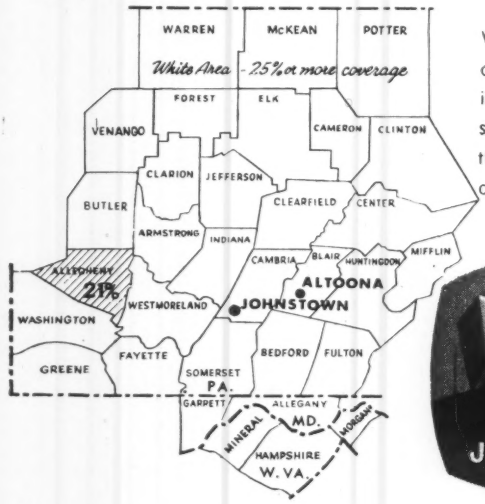
in the Johnstown-Altoona Area



WJAC-TV stands out above the others, with a rating of 71.9, station share of audience, sign-on to sign-off, as compared to 28.1 for WFBG-TV and 0.4 for WARD-TV.

This average, from ARB, November 19-25, 1958, proves, once again, that WJAC-TV is the BIG BUY in its area.

Over one million television homes make up the Johnstown-Altoona Coverage Area, encompassing 36 Western Pennsylvania counties, 3 Maryland counties, and 2 counties in West Virginia.



With a lead of nearly 3 to 1 over its nearest competitor, it's plain that WJAC-TV is the station viewers prefer. Buy the station that delivers the audience . . . WJAC-TV.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —
* Occupation Required

'Home' medium

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*, etc.), will test fm for its *American Home* magazine, using WIP-FM Philadelphia. Curtis experimented several weeks with WIP-FM announcements before signing a 52-week contract.

The publisher is using 15 announcements per week to promote *American Home*. BBDO, New York, is Curtis' agency. Paul Evans, WIP national sales manager, said the test is an indication "of the still untapped commercial potential of fm radio."

American Bandstand (Mon.-Fri., 4-5:30 p.m.) beginning April 8, through J. Walter Thompson; R. J. Reynolds Tobacco Co., Winston-Salem, N.C., *Cheyenne* and *Sugarfoot* (alternate Tues. 7:30-8 p.m.) through William Esty Co. beginning April 14. Carter Products has also renewed *American Bandstand* segments through Sullivan, Stauffer, Colwell & Bayles, for Arrid cream deodorant beginning April 7.

• Also in advertising

• The Eversharp Pen Co., subsidiary of Parker Pen Co., Arlington Heights, Ill., and Benton & Bowles, N.Y., have terminated their association. George A. Eddy, marketing v.p., Eversharp, said the firm was considering several Chicago agencies.

• Revlon Inc., N.Y., will end its co-sponsorhip of CBS-TV's *Person to Person* program (Fri., 10:30-11 p.m.) the latter part of April. Agency is Warwick & Legler, N.Y. The other sponsor, P. Lorillard Co., N.Y., plans to continue with the program at least until June termination of its contract.

• Charles A. Mottl Inc. has been formed to continue the business of Mottl and Siteman, Beverly Hills, Calif. advertising agency. Charles A. Mottl, president, who became full owner of the agency last fall when I.L. Siteman left to join Kenyon and Eckhardt, Los Angeles, said that the change was made to enable key personnel to participate in management and stock ownership.

• Foote, Cone & Belding has moved its Hollywood office to new headquarters at 1717 N. Highland Ave. Telephone is Hollywood 9-6265.

• Mrs. M. Virginia Rosenbaum, advertising manager, WTBO Cumberland, Md., has opened Rosenbaum Adv. at 611 N. Third St., LaVale, Md.

ONE-RATE DOCTRINE SPREADS

Regional networks with 15 stations in Iowa and Colorado adopt new rates

The move toward the single rate is gaining momentum among small stations out where the tall corn grows, as well as where the mountains are even taller.

This was the word last week from two important regional networks: the Iowa Tall Corn Network and the Colorado Network.

Virtually all Iowa Tall Corn Network stations have adapted their own rates to the flat rate concept and have set one rate for both local and national advertisers—about midway between former charges for both classifications.

What of the Agency Commission? • Advertising placed through a recognized agency allows the customary 15% agency commission—except when the station itself "performs the job of copy preparation, billing and other agency functions," BROADCASTING was told.

This concept differs from that set by Ben Sanders, KICD Spencer, who last month placed a no-commission policy on all advertising (BROADCASTING, Feb. 16). KICD has withdrawn from membership in the Iowa Tall Corn Network, and from John E. Pearson Co. (which represents the network).

As described by Glen Stanley, KBOE Oskaloosa and ITCN president, the single and flat rate concept is designed to "assure equality to all advertisers in the hope that some malpractices that have been fostered in one way or another will be eliminated."

Mr. Stanley added that the question of who is entitled to what rate will be "eliminated and agencies can place business with confidence that their clients have the same rates. . . . This rate structure will foster greater confidence and placement in small market radio than has ever been enjoyed before."

Stations were encouraged to reduce their national and boost their local rates to a new single rate for all advertisers. In the past, clients have received 5% discounts for buying seven stations and 10% discounts for purchasing the whole network, applicable on regular rates and saturation packages. Stations may be bought, however, in any combination.

Sample Rates • As an example of rates, KDTH Dubuque has been charging $3 per one-minute announcement to local advertisers and $5 per spot to national clients. Under a new single rate, it will now charge either $4 or $4.25. Any advertiser buying the whole network will get a rate based on "the accumulated individual rates" of all stations.

Tall Corn Network stations which have effected the rate change, or are in the process of doing so, are: KASI Ames, KCIM Carroll, KROS Clinton, KSIB Creston, KDTH Dubuque, KVFD Fort Dodge, KXIC Iowa City, KOKX Keokuk, KFJB Marshalltown, KWPC Muscatine, KOEL Oelwein and KBOE Oskaloosa.

Colorado Adopts Local Rate • Meanwhile, the three-station Colorado Network has adopted a single rate card for local, regional and national advertisers, based on its former local rate card. Effective March 1, 1959, the new rates for single and group station purchases are net to the stations, with agency commissions to be added and retained by the agency. Clients will receive a 5% discount for group purchases.

Member stations of the Colorado Network are: KRAI Craig, KUBC Montrose-Delta and KSLV Monte Vista.

AMST active in 1958

The Assn. of Maximum Service Telecasters 1958 activities were highlighted by close cooperation with the Tv Allocations Study Organization and opposition to "premature or unsound" attempts to reduce mileage separations, AMST stated in its annual report released last week.

All major fields of the association's activity were outlined in the report as well as allocations proposals the FCC will be asked to consider during 1959. Jack Harris of KPRC-TV Houston is president of the organization of tv stations which operate with maximum authorized power. Lester W. Lindow, with headquarters in Washington, is executive director.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WKIT Mineola, N.Y.: Application filed with FCC for sale to VIP Radio by WKIT Inc. (veteran film producer Sy Weintraub, president) for $165,000. VIP Radio Inc. comprises financier John H. Whitney and program producer Martin Stone who also own WVIP Mt. Kisco, WWES-AM-FM New Rochelle and WSKN Saugerties, all New York. WKIT is on 1520 kc with 250 w, day.

• KWG Stockton, Calif.: Sold to Hale Bondurant, former general manager of KFBI Wichita, Kan., by KWG Broadcasting Co. (Bob Reichenbach, president) for approximately $110,000. The sale was handled by Jack Stoll. KWG is on 1230 kc with 250 w and is affiliated with ABC and MBS.

• KVLH Pauls Valley, Okla.: Sold to Pauls Valley Broadcasting Co. by Gar-

Advice to fledglings • The opportunities and responsibilities for youth in electronic journalism were discussed Feb. 20 by Robert E. Kintner, NBC president (l) and Dave Garroway, host of *Today* program, at the network's News Conference for High School Editors.

Terms of the first annual NBC News Working Fellowship (BROADCASTING, Feb. 16), an eight-week assignment this summer as a member of the NBC News Dept., were announced by Robert W. Sarnoff, chairman of the board of NBC, in his address before the 800 high school journalists attending the all-day broadcast news seminar:

The student who writes the best report on the seminar will work as an NBC News desk assistant during July and August at a weekly salary of $75.

The winner also will receive a portable typewriter and the winning school will be awarded a plaque. Nine runners-up will win portable typewriters and their schools will get special citations.

MIDWEST
Fulltime independent. Volume exceeds price. After $30,000 cash down payment, will pay for itself in five years.
$95,000

MIDWEST
Major network affiliate. This vhf station needs know-how, salesmanship. $100,000 cash down, balance in eight years.
$350,000

FAR WEST
Fulltimer non-directional remote control. Prosperous, important market with major growth to come. Ideal place for owner-operator to live and prosper. $30,000 down.
$100,000

NEGOTIATIONS • FINANCING • APPRAISALS

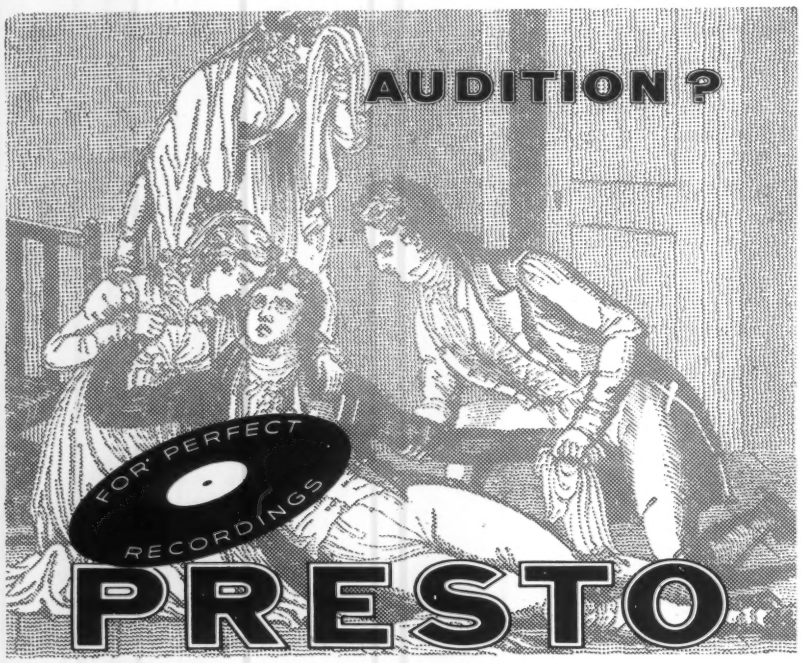
Blackburn & Company

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



It works like a charm to say PRESTO—the first name in instantaneous recording discs. Only PRESTO makes the famous PRESTO MASTER, the ultimate in flawless, fleck-less disc-recording surfaces. Only PRESTO, alone among all manufacturers, handles every intricate step in the manufacture of its discs. Why use a disc that isn't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

vin Broadcasting Co. (Warren J. Fortier) for $40,000. Pauls Valley Broadcasting is owned by Ed J. Ballard, 50%, John Hampton and S. L. Lloyd, each 25%. The sale was handled by Patt McDonald. KVLH is on 1470 kc with 250 w, day.

• WBGC Chipley, Fla.: Sold to John Sanders, general manager of WAGC Chattanooga, Tenn., by Edward C. Allmon for $37,500. The sale was handled by Paul H. Chapman Co. WBGC is on 1240 kc with 250 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* FOR THE RECORD, *page 91):*

• WNTA-AM-FM-TV Newark, N.J., and KMSP-TV Minneapolis, Minn.: Granted transfer of control in $11 million stock exchange (BROADCASTING, Aug. 25, 1958) from Ely A. Landau and others (NTA) to National Theatres Inc. (WDAF-AM-TV Kansas City, Mo.). Comr. Robert Bartley, who has consistently advocated hearings in similar mergers, dissented.

This grant was made by the Commission with the door still open to future action following the determination of two court cases involving NTA, as well as the outcome of the FCC network studies now under way. The court suits, one brought by the U.S. the other concerning private firms, include issues of compulsory block booking of films for tv and restrictive contract time covenants.

WNTA-TV is on ch. 13. WNTA is on 970 kc with 5 kw, day, 1 kw, night, directional antenna night. WNTA-FM is on 94.7 mc with 13.5 kw. KMSP-TV is on ch. 9.

• WICC-AM-TV Bridgeport, Conn.: Sold to Connecticut-New York Broadcasters Inc. (K. M. Cooper, president) by Philip Merryman and Manning Slater for $1,228,400 for 80% interest plus $275,000 not to compete for a period of 10 years within a radius of 50 miles. WICC-TV is on ch. 43 and is affiliated with ABC-TV. WICC is on 600 kc with 1 kw, day, 500 w, night, directional antenna same pattern day and night.

• WKDN-TV Camden, N.J.: Sold to The Young People's Church of the Air Inc. for $40,000 by South Jersey Broadcasting Co. Assignee president, Percy B. Crawford, owns WMUZ-FM Detroit. WKDN-TV is a construction permit on ch. 17.

39 profit-and-promotion packed half-hours!

2nd year production already guaranteed

"YOUR MUSICAL JAMBOREE"

Great Network Attractions!

Top Recording Artists!

Proved Audience Power!

JIMMY DEAN

You can make sweet music with "Your Musical Jamboree."

It's pleasant, easy viewing—any time, any day... It's the only show in syndication "promoted" by six network half-hours each week—with each program a reminder of "Your Musical Jamboree.". It's an ideal background for effective selling.

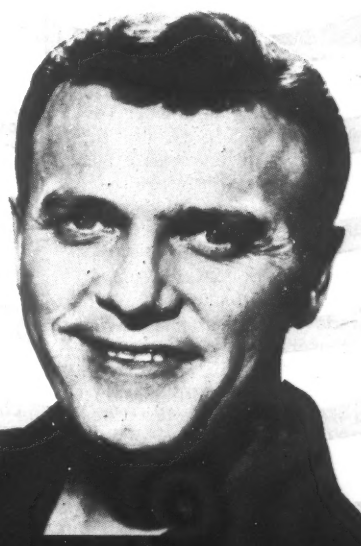
ERNIE FORD

Bernard L. Schubert, Inc.

509 MADISON AVENUE, NEW YORK 22

MURRAY HILL 8-0940

CHICAGO
LOS ANGELES
ATLANTA
BOSTON
DALLAS
MEMPHIS
MINNEAPOLIS
PITTSBURGH
WASHINGTON, D. C.



EDDY ARNOLD

WARTIME MEDIA UNDER CZAR

Lee explains emergency plans to state presidents; Fellows, Swezey also speak

A communications czar, named by the President, likely would run broadcasting in event of sudden attack, FCC Comr. Robert E. Lee has informed presidents of state broadcasting associations.

The broadcast presidents met Feb. 24-25 in Washington for their fourth annual roundup under NAB auspices, taking part the final day in the annual awards luncheon for state Voice of Democracy winners.

The two days of meetings produced exchanges of ideas among the state officials, backed by NAB material and staff talks on how to cope with legislative and freedom of speech problems. Most important, however, was the story of the broadcaster's disaster role as outlined by Mr. Lee, who is defense commissioner.

"What we plan for we pray we will never do," Comr. Lee said as he detailed latest developments in the Conelrad radio alert system and the need to safeguard against use of broadcast signals as homing aids to airplanes and missiles. He said the FCC probably would operate under the Presidentially-appointed czar.

He discussed state disaster problems, including the now-building system of State Industry Advisory Committees. These will supplement the national advisory committee (NIAC) which was formed last autumn. This national group comprises industry program, news and technical personnel. An executive reserve of broadcast officials has been completed and will be used in an upcoming alert operation.

Conelrad, often maligned by broadcasters, is still deemed by the military to be the best answer to the problem of enemy attack by air, he stated. Its operating details are being refined, with March 31 as target date for completion. Plans are being drafted to use broadcast stations on cleared frequencies for post-attack coverage, with July 31 as target date.

FCC's planning includes extensive backup facilities based on industrial microwave stations. One fm channel, Comr. Lee said, can carry 192 teletype or 12 voice channels without disturbing normal programming. Broadcast remote units could serve as emergency networking facilities on 450 and 455 mc. Vhf tv channels can also be used as backups.

"I find the communications industry No. 1 on the homefront in preparing for war," he said.

Progress in obtaining coverage rights to public proceedings was reviewed by Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee. He told the state presidents one of the problems is the inertia of broadcasters and their failure to show any interest or curiosity in covering public events. The idea of the freedom-of-access effort, he said, "is to enable us to do a news job comparable to that of other media."

NAB President Harold E. Fellows observed that broadcast editorializing is becoming more widespread, calling for development of the ability to editorialize fairly and objectively. He blamed some of the Washington pressures against broadcasting on an inbred shyness and said broadcasters are sometimes sitting ducks for wrathful lawmakers.

Mr. Fellows predicted a trend toward steady progress in the quality of entertainment and sensitivity of the viewing and listening needs of the public. "Forty years from now, one can easily presume that the use of broadcast media in the field of editorializing and thus in shaping and leading public opinion will be no less commonplace than editorializing is today in the press," he added. He voiced the hope engineers will solve allocation problems so all Americans can receive full tv service.

Piece of Pike's Peak • NAB President Harold E. Fellows became a Colorado landowner Feb. 24 when he was presented title (in fee simple) to one square inch of Pike's Peak. Harry W. Hoth (r), KRDO-AM-TV Colorado Springs, presented the title on behalf of Colorado Centennial and the year-long Rush to the Rockies celebration. Mr. Hoth, president of Colorado Broadcasters Assn., turned over the title plus a western tie during the NAB state association meeting in Washington.

James W. Rachels Jr., Columbus, Ga., was named top winner in the Voice of Democracy contest, receiving a $1,500 scholarship from the sponsors. The other three finalists were Derek L. Booth, Boonton, N.J.; Herman William Mast, Lawrence, Kan., and Sanford L. Orkin, Sunbury, Pa. All four finalists received $500 scholarships from U. of Missouri School of Journalism. The 50 state winners received trips to Washington.

NAB and Electronic Industries Assn. sponsor the contest in cooperation with U.S. Office of Education and Veterans of Foreign Wars.

SDX 50th anniversary to be saluted by CBS

The 50th anniversary of Sigma Delta Chi will be saluted by CBS-TV with two special hour-long programs on its public affairs series, *The Great Challenge*.

Theodore Koop, news-public affairs director of CBS, Washington, and a member of the professional journalistic fraternity, announced last week that prominent reporters and editors would examine their profession on the two panel shows. The first program, scheduled for Sunday, March 29, is titled, "Is American Journalism Meeting Its Responsibilities?" Eric Sevareid, will moderate this and the following show on Sunday, April 5, which is called, "Is the Public Getting the Information It Needs?"

Panelists for the March 29 program, which will cover news coverage by all media, are John Fischer, editor of *Harper's* magazine; Sig Mickelson, CBS Inc. news vice president; Barbara Ward Jackson, former editor of the British journal, *The Economist;* J. R. Wiggins, executive editor of the *Washington Post-Times Herald,* and Eugene C. Pulliam, honorary president of Sigma Delta Chi and publisher of the *Indianapolis News* (WIRE Indianapolis).

According to CBS, the April 5 program will explore freedom of information and government censorship, both overt and covert. Panelists for the second show are James C. Hagerty, White House news secretary; James Reston, chief Washington correspondent, *New York Times;* Robert D. Swezey, WDSU-

AM-TV New Orleans, chairman of the NAB Freedom of Information Committee; Harvard Prof. Arthur Schlesinger Jr., author of *The Coming of the New Deal,* and Charles Sprague, former governor of Oregon and editor-publisher of the *Salem* (Ore.) *Statesman.*

PCP pitch in Detroit

An explanation of CBS Radio's Program Consolidation Plan highlighted a speech by John Karol, vice president in charge of planning and development for CBS Radio, before a luncheon of the Adcraft Club in Detroit last week.

Mr. Karol pointed out that the number of independent radio stations has tripled in the past 10 years, while the number of network stations has remained "fairly constant." He conceded this development had created "economic problems in certain areas," but added that PCP has "relieved these tensions in a very real manner by enabling the network stations to make more money."

On another subject, Mr. Karol told Detroit advertising executives that CBS Radio had created an "exciting" series for Nationwide Insurance Co., titled *The Hidden Revolution,* which deals with subjects "usually considered too hot to handle." He suggested that Detroit automotive manufacturing companies consider the possibility of underwriting a similar "prestige" series in association with their nationwide automobile dealers.

WEDC hires new men

WEDC Chicago, a sharetime operation owned by Emil Denemark Inc., has taken on non-union help replacing four members of Local 1220, International Brotherhood of Electrical Workers, who walked out during contract negotiations.

The technicians struck the station (which shares 1240 kc with Chicago stations WSBC and WCRW) Feb. 21. The local was certified by the National Labor Relations Board last October. The strike was still underway last week.

CBS' $24 million year

CBS Inc. reports consolidated profits for fiscal year (53 weeks) ending Jan. 3, 1959, are estimated at $24,400,000, compared to $22,193,000 earned in 1957 (52 weeks). Last year's sales approximated $411,800,000, compared to 1957 sales of $385,409,000.

Per share earnings rose to $3.10, compared to $2.81 per share (adjusted for stock dividend) earned in the previous year.

Guterma and friends prepare for round two

Protagonists in the A. L. Guterma case retired to regroup their forces last week after Federal Judge Sidney Sugarman adjourned hearings on the various matters involved until March 18. Mr. Guterma and the F. L. Jacobs Co., whose subsidiaries include Hal Roach Studios and the Mutual Radio Network, are charged by the Securities & Exchange Commission with failure to file certain required reports, selling unregistered securities and "a general overall scheme to defraud on the part of Mr. Guterma" (BROADCASTING, Feb. 23, 16).

When hearings were resumed Feb. 23, Judge Sugarman called attorneys for the various parties into his chambers to streamline the proceedings. An official transcript of that session revealed he had been critical of the SEC's case to date, saying it apparently was based largely on "conjecture, suspicion, speculation and innuendo." He said the SEC should have used its subpoena powers more widely to bring in more facts in advance of the court proceedings.

Another element entered the cast last week when a newly-formed Scranton Corp. Stockholders Protective Committee went into court in Scranton, Pa., to force officers of that company to produce records for inspection. A hearing on the petition was scheduled Friday (Feb. 27). The committee is composed of Robert Lerner, a director of Motor Products Corp. and former director of Lerner Stores; Millard Rothenberg, vice president of Judy Bond Inc., women's apparel manufacturer; Robert Rittmaster, financial analyst and business consultant, and Sanford Wartell, Allentown, Pa., businessman and record manufacturer.

New Young study

Adam Young Inc., New York, last week distributed to advertising agencies and advertisers copies of a study which indicates that in a majority of 29 markets below the top 25, locally-programmed radio stations rate higher than network outlets in terms of audience.

Frank Boehm, director of research for Adam Young, pointed out that independent outlets achieved "the dominant audience position" in 22 of the 29 markets analyzed. The study, titled *The Dynamic Change in Radio,* is a follow-up to an earlier analysis made by Adam Young of the top 25 markets which came to a similar conclusion. The present study was based on Pulse audience data for 1958 and gives comparative figures for 1952 and 1956.

Tuning in • A tape of a station represented by Branham Co. is being played by Fred Weber (l), Branham account executive in Detroit, for timebuyers Jack Walsh and Dick Hoffman (r), of D. P. Brother Co., Detroit. The agency's plan is to obtain the "sound" and "feel" of stations they may buy.

Fm parley in S. Calif. to draw up ad campaign

To promote fm as both good entertainment and good advertising, Fm Broadcasters of Southern California, at a meeting in Los Angeles Tuesday (Feb. 24) appointed a seven-member committee to consider proposals for local and national advertising campaigns. They heard suggestions for psychological, as well as statistical, research and for the collection of data for use in presentations to advertisers and agencies.

Members of the new committee are: Don Probst, KNOB (FM) Long Beach; Tom Baxter, KFMU (FM), Hal Sawyer, KBIQ (FM), and Benson Curtis, KRHM (FM), all Los Angeles; Bob Howard, KDUO (FM) Riverside; Maurice Gresham, KSFV (FM) San Fernando, and Art Crawford Jr., KCBH (FM) Beverly Hills. Frederic Rabell, KITT (FM) San Diego, serves as advisor.

Maurice Buchen, treasurer of the association, reported that the joint promotion of fm receivers in automobiles conducted by member stations for Gonset Div. of Young Spring & Wire Co. has enriched the FMBSC coffers by $1,571.50. The total would have been higher, he said, if Gonset had had wider distribution of its auto fm sets, so that stations outside Los Angeles could have participated in the promotion. Mr. Buchen was elected secretary of the association as well, filling a vacancy left by the withdrawal of Buff Gotlib of KFMU when that station changed hands recently.

EXTRAOR

*ARB Cumulative Audience Study

Providing extra-special coverage of critical events is ordinary practice for WBBM-TV—and Chicago knows it. When emergency strikes, instinctively the city turns to Channel 2 for news.

Case in point: the day fire swept Our Lady of Angels school, WBBM-TV's 6:00 pm news (21.6 rating) reached 2½ times as many viewers as the two competing newscasts combined. The 10:00 pm news (46.7 rating) reached 3 times as many viewers as the two competing news programs combined ... more viewers, in fact, than all ten newscasts presented that evening on all the other stations combined.*

Chicago's deep-rooted preference for WBBM-TV news is no happenstance. CBS News standards and a 36-man local news staff (largest in Chicago) insure one of the finest station news operations in the nation. And make possible WBBM-TV's remarkable ability to make the extra...ordinary.

WBBM TV

CHANNEL 2, CHICAGO · CBS OWNED

NAB ATTENDANCE TO HOLD OWN

Chicago convention plans almost complete with no loss in registration figures seen

NAB's 37th annual convention at Chicago March 15-18 will equal last year's Los Angeles meeting in size, judging by advance registrations.

As the association closed its advance bookings Friday (Feb. 27) afternoon, it appeared to convention officials the change in format to emphasize management-ownership problems will not bring a major drop in attendance. It appeared, too, that the final figure may not equal the all time record set in Chicago two years ago.

A surprise feature of the convention will be the appearance of Leo H. Hoegh, director of the Office of Civil & Defense Mobilization, and Rep. William G. Bray (R-Ind.) in a discussion of spectrum use.

Mr. Hoegh recently recommended the creation of a five-member commission to study spectrum use and management. Rep. Bray, a frequent critic of the military for what he thinks may be its excessive demands for spectrum space, has advocated a Congressional investigation of the subject. Mr. Hoegh and Rep. Bray will appear at the Monday afternoon tv meeting at the convention.

Most of the convention programming had been completed at the weekend, along with plans for the concurrent Broadcast Engineering Conference (BROADCASTING, Jan. 26). Two awards will be made this year: NAB Keynote Award to Robert W. Sarnoff, NBC board chairman, and first NAB Engineering Award to John T. Wilner, radio-tv vice president-engineering, Hearst Corp.

Other Huddles • A long list of satellite meetings is being set up by networks, Fm Development Assn. and other industry groups, starting March 13. The equipment exhibit will open Sunday, the 15th, with Tuesday afternoon left open for equipment and hospitality suite visiting.

Formal meetings open Monday, 9 a.m., with concurrent labor relations (closed) and fm programs. Charles H. Tower, NAB personnel-economics manager, will preside at the labor meeting. Speakers will be William C. Fitts, CBS Inc.; Ward L. Quaal, WGN-AM-TV Chicago, and G. Maynard Smith, Atlanta attorney.

Taking part in the fm program will be members of NAB's Fm Committee, representing all facets of fm broadcasting. They include Ben Strouse, WWDC-FM Washington, chairman; William D. Caskey, WPEN-FM Philadelphia; Everett L. Dillard, WASH (FM) Washington; Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill., and Fred Rabell, KITT-FM San Diego.

Ceremonial Events • The joint management-ownership and engineering programming starts at 11 a.m. G. Richard Shafto, WIS-TV Columbia, S.C., convention co-chairman, will preside. Music will include the Fifth U.S. Army Band and Pvt. Steve Lawrence, tv vocalist now in the service. After a greeting by Chicago Mayor Richard J. Daley, the keynote award will be presented to Mr. Sarnoff by Harold E. Fellows, NAB president. Mr. Sarnoff will deliver the keynote address.

Robert T. Mason, WMRN Marion, Ohio, convention co-chairman, will preside at the joint luncheon. Speaker will be President Fellows.

John F. Meagher, NAB radio vice president, will preside at a radio session Monday afternoon. J. Frank Jarman, WDNC Durham, N.C., and NAB Radio Board chairman, will open the session. A discussion of radio programming trends will include Howard G. Barnes, CBS Radio; Robert D. Enoch, WXLW Indianapolis; Frank Gaither, WSB Atlanta; Duncan Mounsey, WPTR Albany, N.Y., and Robert E. Thomas, WJAG Norfolk, Neb.

A discussion of code practices will include Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Standards of Good Radio Practice Committee. An exchange of views on the subject, "Station Representatives—What Have You Done to Us," will include Lawrence Webb, director, Station Representatives Assn., and Arthur H. McCoy, John Blair & Co. Mr. Mason will report on copyright problems as chairman of the All-Industry Music Licensing Committee, set up a year ago at the Los Angeles convention.

Monday Dates • The Monday afternoon tv program will be led by Thad H. Brown Jr., NAB tv vice president. Howard Lane, KOIN-TV Portland, Ore., tv board chairman, will welcome delegates. Roger W. Clipp, retiring chairman of the NAB Tv Code Review Board, will review code developments, and Vincent T. Wasilewski, NAB government relations manager, will speak on legislative and regulatory trends. Mr. Hoegh will be the next speaker, followed by Rep. Bray.

The radio and tv meetings resume Tuesday, 10 a.m. E.K. Hartenbower, KCMO Kansas City, will lead a discussion of radio audience research. He is chairman of NAB's Research Committee. With him will be John K. Churchill, A.C. Nielsen Co.; Theo Folson, Census Bureau; Ed Fitzgerald, J. Walter Thompson Co.; Russell Tolg, BBDO, and Charles Harriman Smith, Minneapolis consultant. Radio Advertising Bureau's presentation will feature Kevin B. Sweeney, president, and John F. Hardesty, vice president.

Tuesday morning's tv session will be closed. After a business session, with election of directors, the next topic on the convention agenda will be "The Image of Television."

Tuesday Windup • FCC Chairman John C. Doerfer will be speaker at the joint luncheon Tuesday, winding up programming for the day.

Wednesday morning will be featured by the annual FCC-Industry Roundtable, with all seven Commissioners and staff executives taking part. Engineering delegates will attend.

Presentation of the engineering medal to Mr. Wilner will be made at the joint Wednesday luncheon by A. Prose Walker, NAB engineering manager. Featured speaker will be Lt. Gen. Arthur G. Trudeau, in charge of research and development, Dept. of Army. A brief business session will wind up the luncheon.

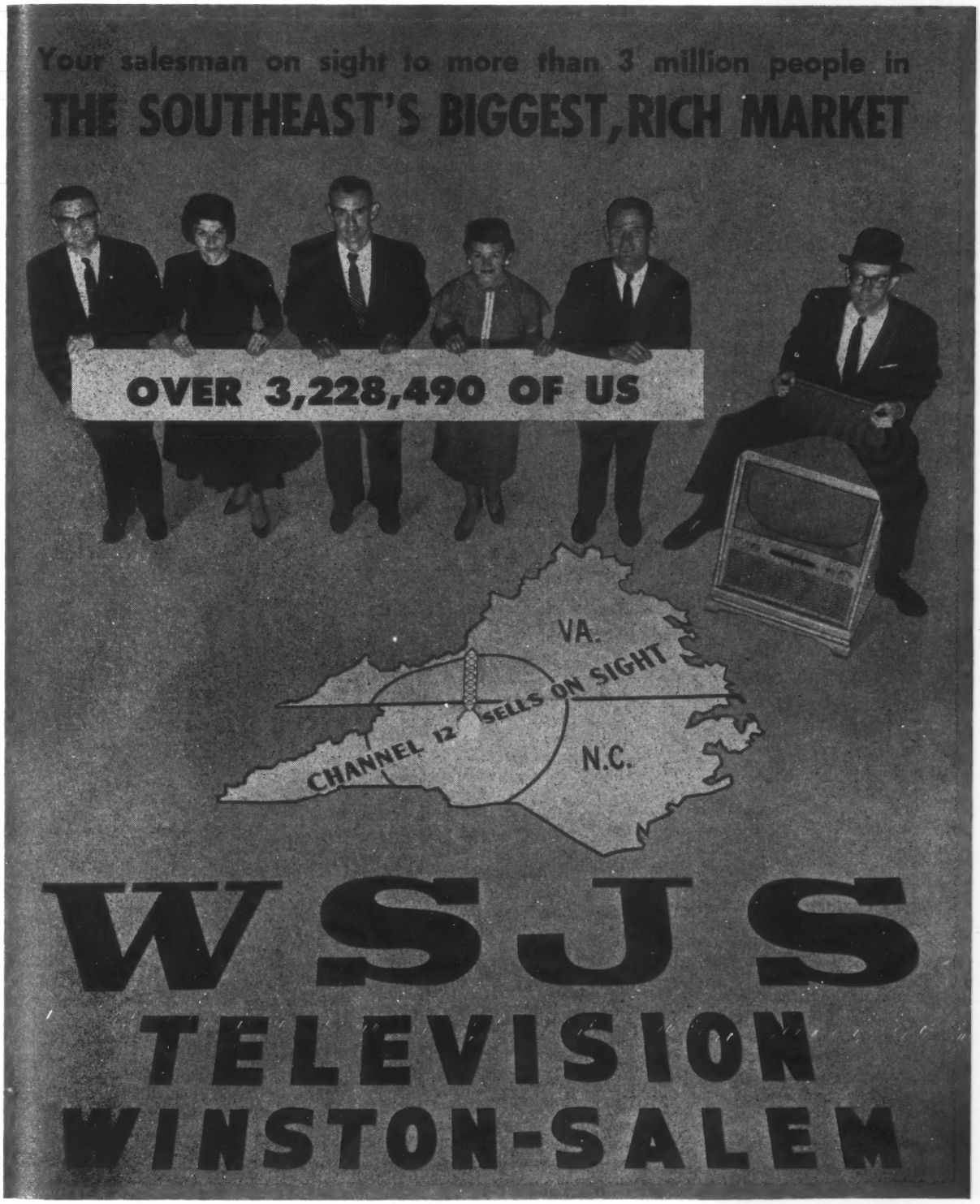
Separate radio and tv meetings will be held Wednesday afternoon. A radio panel on editorializing will include Alex Keese, WFAA Dallas, co-chairman of NAB's Editorializing Committee, with Simon Goldman, WJTN Jamestown, N.Y.; Daniel W. Kops, WAVZ New Haven, and Robert L. Pratt, KGGF Coffeyville, Kan.

A look into radio's 1970 prospects will be featured by Irving Schweiger, associate professor of marketing, U. of Chicago graduate business school; Dale G. Moore, KBMN Bozeman, Mont.; Mr. Quaal and Mr. Tower. Mr. Walker will speak on automation trends.

Film & Tape • At the Wednesday afternoon tv meeting Joseph Floyd, KELO-TV Sioux Falls, S. D., and chairman of the NAB Tv Film Committee, will join a discussion of television film and tape developments. Four speakers will discuss future trends in tv sales and costs—George B. Storer Jr., Storer Broadcasting Co.; John W. Davis, Blair Television; Maxwell Ule, Kenyon & Eckhardt, and Hugh M. Beville, NBC.

The Wednesday night banquet will wind up the convention.

Members of the Resolutions Committee are Hugh W. Smith, WCOV-AM-TV Montgomery, Ala., chairman; Norman P. Bagwell, WKY-TV Oklahoma



Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point*

Call Headley-Reed

City; R. Karl Baker, WLDS Jacksonville, Ill.; William Grant, KOA-TV Denver; Donald Sullivan, KVTV (TV) Sioux City, Iowa; Harold Tanner, WLDM (FM) Detroit, and George J. Volger, KWPC Muscatine, Iowa.

ABC-TV will report on the network's growth and progress in a special presentation during the annual affiliate meeting in Chicago, March 15, preceding the convention. The meeting is scheduled for 2 p.m. in the Crystal Room of the Sheraton-Blackstone Hotel. A reception for both radio and tv affiliates will follow in Parlors A and B of the Williford Suite of the Conrad Hilton Hotel, starting at 5 p.m.

Fm developers set for meet in Chicago

Fm Development Assn. will hold its annual meeting March 13-15 in Chicago prior to the NAB convention. Sessions will be held in the Lower Tower Room of the Conrad Hilton Hotel, according to President Jack B. Kiefer, KMLA (FM) Los Angeles.

"The fm industry is standing on the threshold of its greatest advancement," President Keefer said in a letter to fm station operators, explaining the program had been based on "the tremendous gains" in fm (BROADCASTING, Feb. 9).

Discussion topics will be directed to matters of general interest to all fm stations rather than to details of specific operations such as multiplexing and functional operation. The FMDA board will meet the afternoon of March 13. An informal reception will be held at 7 p.m.

Programming opens March 14 with a morning discussion of sales techniques, general practices and exchange of ideas. John F. Meagher, NAB radio vice president, will explain the association's new publication, *FM-phasis*. A session on station representation is planned. Engineering topics will be considered in the afternoon. Ross Beville, WWDC-FM Washington, will preside. Emphasis will be on stereo and fm, including use of multiplex. Speakers include Donald G. Fink, Philco Corp., of the National Stereo Radio Committee which is drawing up stereo standards; Harold L. Kassens, chief, FCC aural facilities branch; A. Prose Walker, NAB engineering manager; Murray Crosby, Crosby Labs.; Dwight Harkins, Harkins Radio; Harold N. Parker, Calbest Electronics Co.; W. M. Halstead, Multiplex Services Corp., and Leonard Kahn, Kahn Labs.

A report on fm-ASCAP developments will be given by FMDA committee heads and Sigmond Timberg, counsel at the March 15 business sessions.

CBS-TV considers evening rate changes

CBS-TV may institute higher rates in the more desirable evening periods.

The network would not confirm a report to that effect last week but it was learned CBS-TV has been giving consideration to such a hike for several months.

Just where the rates would be upped is not certain, and it is possible they will not go up at all. Instead the network may keep the desirable periods at par with present rates and lower rates in those periods which are not so desirable to the advertiser.

Guiding principle as to which periods are the most desirable: the hours between 8 and 10 p.m.

The split-up of the evening time rate structure is seen by the network as a way to make certain periods more attractive to the advertiser, rather than as a move to gain additional revenue.

As now constructed, any part of the nighttime schedule, from 7:30 p.m. on, costs approximately the same to the advertiser. If effected, the differential would make the 7:30-8 p.m. and the segments starting with 10 or 10:30 p.m. cheaper in price than the 8-10 p.m. periods.

AFTRA strikes WFBR

WFBR Baltimore has operated under strike conditions, since AFTRA announcers and d.j.'s walked out at 7 a.m. Feb. 16. The station said it lost two minutes at the start of the strike but has been "under virtually normal conditions" since that time.

Robert B. Jones Jr., WFBR vice president and general manager, said some progress had been made in contract negotiations until a "union security" clause ultimatum was issued by Evelyn Freyman, AFTRA vice president, negotiating for the union. Mr. Jones described the clause as "un-American and immoral."

While AFTRA has operated a secondary boycott, Mr. Jones said, the station has not lost any local or national accounts but has gained new sponsors. He said three political candidates had dropped off early in the strike.

Miss Freyman said the union security clause is standard in AFTRA contracts and is enjoyed by the IBEW technicians at WFBR. She said the picket line included talent from all Baltimore stations as well as Washington, adding that union contacts with advertisers had resulted in many contract cancellations. IBEW technicians are crossing the picket line, but Miss Freyman said they are joining in the picketing.

WITH and WMAR-TV Baltimore are before the National Labor Relations Board where eligibility of individual staff members to vote in elections (to determine a bargaining agent) is under review. AFTRA earlier had been certified by NLRB as WFBR's bargaining agent after an election.

NAB session delves into spectrum crisis

Spectrum assignments to the government and special service uses pose a threat of interference with the public's radio and tv reception, the NAB Engineering Advisory Committee believes.

Meeting Thursday (Feb. 26) at Washington, the committee discussed the spectrum problem at length, according to its chairman, Jay W. Wright, KSL Salt Lake City. The committee asked A. Prose Walker, NAB engineering manager, to explore the subject with set makers and government officials, with special reference to areas where answering services are causing interference.

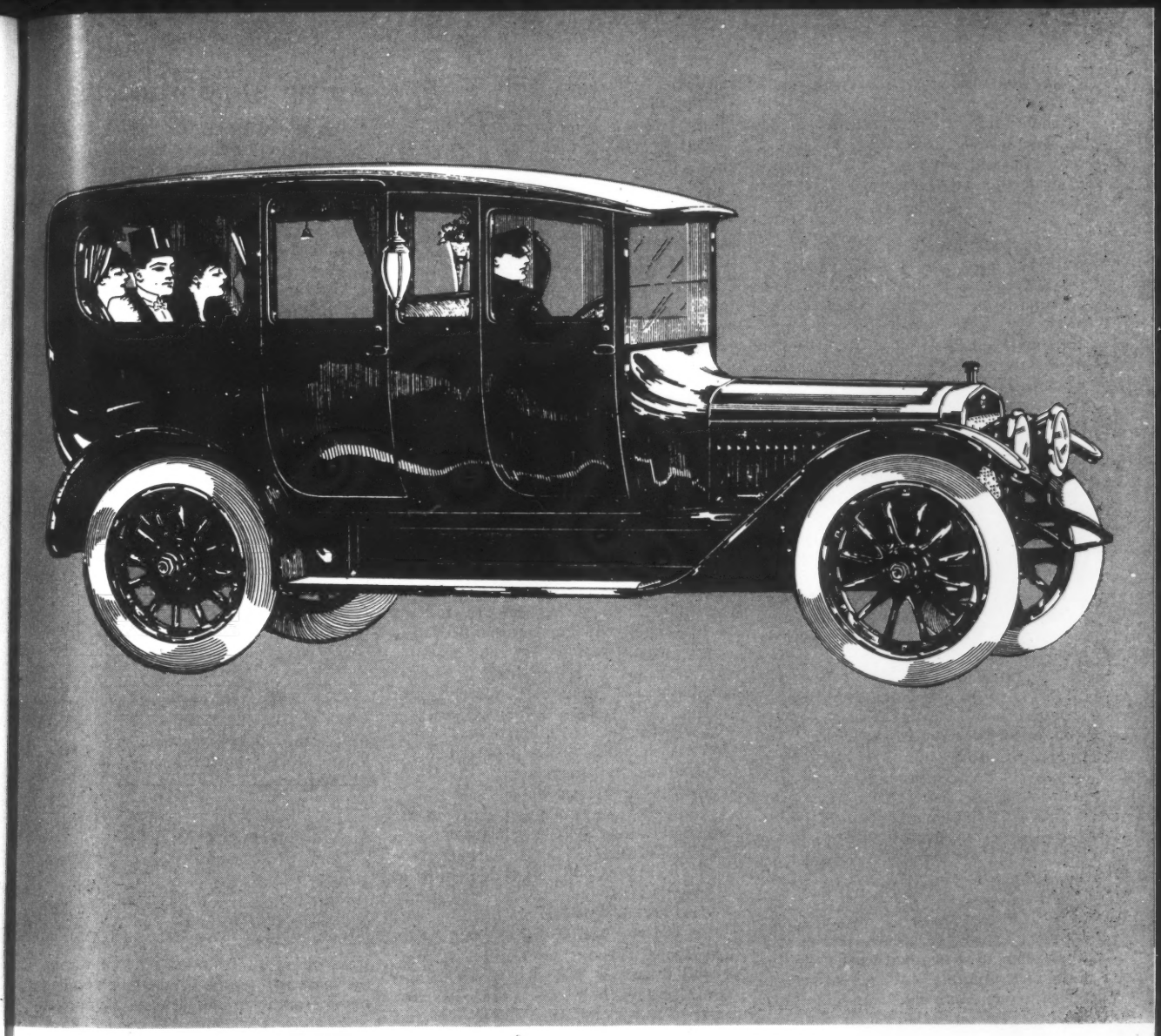
Overhead power lines are a source of trouble, according to the committee. Mr. Walker said NAB is conducting studies and will look into the idea of establishing standards in this field.

Use of luminous paint on towers, as planned by WABC New York, was discussed. A paper on the subject will be given at the NAB Broadcast Engineering Conference in Chicago March 15-18.

Committee members attending besides Mr. Wright were Clure Owen, ABC; James D. Parker, CBS-TV; Andrew L. Hammerschmidt, NBC; Ralph N. Harmon, Westinghouse Broadcasting; Max H. Bice, KTNT-TV Tacoma, Wash.; George E. Gautney, Washington consultant, and Joseph H. Mitchell, WFLA-TV Tampa, Fla. Participating for NAB, besides Mr. Walker, were President Harold E. Fellows; Thad H. Brown, tv vice president; John F. Meagher, radio vice president; Donald N. Martin, public relations assistant to the president, and George Bartlett, assistant engineering manager.

ABA Canon 35 group gives status report

American Bar Assn.'s House of Delegates had little time to worry about its restrictions on broadcast coverage of trials during the midwinter meeting held in Chicago last week. The House heard a brief status report from its special committee charged with a study of



The Skies are Falling, Chicken Little, and Other August Portents

THE ORCHESTRA was playing the Star Spangled Banner Cha Cha. Lights were coming on all over. The party was beginning to break up. It was time to go. We went out to the car and turned on the radio, tuned to our favorite radio station, and enjoyed delightful music all the way home.

Isn't that a nice story? It's too bad they weren't listening to WMT, but these cats were in San Francisco and that's outside our coverage area. If they *had* been in Eastern Iowa, guess what CBS Radio Station for Eastern Iowa, represented by the Katz Agency, affiliated with WMT-TV (Cedar Rapids-Waterloo) and KWMT, Fort Dodge, they would have been listening to.

visual and broadcast coverage under ABA's Canon 35.

The Canon 35 study group, headed by Whitney North Seymor, New York, said it would have no progress report prior to the ABA convention in Miami Aug. 24-28. The group's statement follows:

"The committee has been examining what has been and is being written on the subject. It is also considering the possibility of exploring avenues which might give fresh light on the basic problems involved. It is not yet in a position to do more than to report that it is working diligently and expects to have a progress report for the annual meeting."

ABC-TV tops Nielsen, affiliates board told

Station affiliates of ABC-TV network have five of the top 10 Nielsen network programs, the affiliates' board of governors was told Thursday as it opened meetings at the Flamingo Hotel, Las Vegas, Nev. Network officials and board members voiced optimism over next season's prospects after hearing a review of new properties bought or in production.

Three of the five top Nielsen programs are on ABC-TV, the board learned. They are *Rifleman, Maverick* and *Sugarfoot*. With *Wyatt Earp* and *The Real McCoys*, they added, ABC-TV has half of the top-10 Nielsen list. In addition the network was described as leading the tv field four of seven nights a week.

Joe Drilling, KJEO-TV Fresno, Calif., affiliates board chairman, said the network plans to strengthen further its daytime programming. "We're enthusiastic but not overconfident," he said. "Leonard Goldenson, president of American Broadcasting-Paramount Theatres, parent company, is living up to the promise he made 25 months ago to put money where his mouth was."

Continued Improvement • Oliver Treyz, ABC-TV president, joined Mr. Goldenson in promising continued improvement in programming. Some of the new properties will be *The Alaskans*, full-hour Warner Brothers production; a new *Cheyenne* series now shooting and a show marking the tv debut of Robert Taylor.

Board members attending besides Mr. Drilling were Willard Walbridge, KTRK (TV) Houston; Joe Bernard, KTVI (TV) St. Louis; Joe Hladky, KCRG-TV Cedar Rapids, Iowa; Joe Herold, KBTV (TV) Denver; Don Davis, KMBC-TV Kansas City, and Frederick Houwink, WMAL-TV Washington.

Representing the network, besides Messrs. Goldenson and Treyz, were Tom Moore, Al Beckman, Robert Hinckley and James Riddel, vice presidents; and Don Shaw, Dean Linger, Mike Minahan, Sandy Cummings, Stephen Riddleberger and Selig Seligman.

Daly denied etv time on basis of tax code

An apparent conflict between FCC regulations and the Internal Revenue Code has been raised by an educational tv station over the equal time political controversy in Chicago (BROADCASTING, Feb. 23).

WTTW (TV) Chicago, non-commercial outlet, has advised the Commission it could not comply with its request to grant Lar Daly equal time and still retain its tax-exempt status. The station's position was explained by Dr. John W. Taylor, executive director, in a letter to the FCC Feb. 20.

Dr. Taylor notified the FCC he could not afford the splinter candidate time to answer Chicago Mayor Richard J. Daley's "progress report" because of a prohibition by the Internal Revenue Code which says non-profit corporations cannot "propagandize" or knowingly present political candidates and retain their tax-exempt privileges.

Dr. Taylor said last week that WTTW was not aware Mr. Daly was a candidate at the time it carried a kinescope of Mayor Daley's report, or would not have scheduled it. Even so, he pointed out, WTTW felt the mayor's talk constituted a public service over and above any political considerations.

Dr. Taylor posed the dilemma: "Thus, we are subject to FCC regulations for our license and to the Treasury Dept. for our tax-exempt status."

ABC for its WBKB (TV) Chicago on Monday (Feb. 23) added its protests to those of CBS (WBBM-TV) and asked the FCC to reverse the ruling, but the FCC had not acted on either the CBS or ABC requests by Thursday (Feb. 26).

Mr. Daly received a total of 55,736 votes on both tickets in last week's election, while Mayor Daley won renomination with 472,183 for the Democrats and Timothy P. Sheehan won the GOP nomination with 70,272.

WIBG marks its 50 kw

WIBG Philadelphia last Monday (Feb. 23) formally increased its day power to 50 kw on 990 kc with special ceremonies at Independence Hall. Night power is 10 kw. Station provided full coverage of the event that included participation by Pennsylvania Lt. Gov. John M. Davis (a onetime WIBG announcer), and other state and local dignitaries. Contingent of top Storer Broadcasting Co. (WIBG licensee) officials, was also on hand.

• Rep appointments

• WLAD Danbury and WBRY Waterbury, both Connecticut, and KJOE Shreveport, La., name Richard O'Connell as national representative.

• WOKO Albany, N.Y., appoints The Branham Co. as national representative.

• WNTA-AM-FM has appointed McGavren-Quinn, N.Y., as representative in New York City area, effective immediately. Stations were previously represented by NTA Spot Sales which resigned the account to concentrate more fully on activities of WNTA-TV. McGavren-Quinn also represents WNTA-AM-FM nationally.

• WWSC Glens Falls and WSPN Saratoga Springs, both N.Y., have appointed Devney Inc., N.Y.

• CKSL London, Ont., and CKCL Truro, N.S., name Devney Inc., N.Y., in the United States.

• KCEE Tucson, Ariz., names Forjoe & Co., N.Y.

• KCKC San Bernardino, Calif., has appointed Ayers, Allen & Smith as its west coast sales representative. Grant Webb & Co. continues as KCKC's national representative.

• Media reports

• WGN Chicago is starting 24-hour operation tomorrow (March 3) with all-night program, *Reserve Showcase*, six days weekly. The station currently signs off at 11:05 p.m. (except during the baseball season) but is extending its operation to the present signon at 5:30 a.m., every morning except Tuesday (or Monday post-midnight). The program will feature Franklyn MacCormack as the host, and Herb Lyon, *Chicago Tribune* syndicated columnist, plus five-minute newscasts, weather bulletins and public service information. Sponsor: Peter Hand Brewing Co. (Reserve beer), through BBDO.

• New Orleans Tv Corp., a merger of two applicants in the old New Orleans ch. 12 contest (BROADCASTING, Feb. 2), is operating temporarily on ch. 13, New Orleans, with WVUE (TV) as its call. WVUE had been the identification of now-dark ch. 12, Wilmington, Del., under Storer ownership. Joseph A. Paretti is president of WVUE New Orleans, which is affiliated with ABC-TV.

• WMC-WMCF (FM)-WMCT (TV) Memphis dedicated a new $1 million building with an hour-long WMCT telecast which starred George Gobel.

"Though on pleasure she was bent, she had a frugal mind"

(William Cowper, non-Floridian, 1731-1800)

Holidays in Florida are in great favor among women who, as Cowper put to verse, are of "frugal mind." And there's good reason. Despite journalistic highlighting of its $50-a-day hotel room rates, wise distaffers know such costs are the exception, not the rule. They know the glamor of a Florida vacation can be enjoyed without extravagance.

Last year alone, 7,026,628 people visited Florida. Far more than could have been accommodated in its luxury-priced hotels. For the most part these folks came in family groups whose spending, perforce, had to meet the prudent budgetary dictates of the womanly side. For proof that family incomes of modest size do cover the cost of a Florida vacation . . . here are a few statistics.

Tourist survey tabulations show winter season visitor-families spend on the average just $11.85 per day per person while in Florida. Over half the people surveyed reported spending well under $10 a day per person. These figures embrace lodgings, meals and entertainment. They cover families whose average size is 2.25 persons and include those staying in super-deluxe style as well as those choosing more modest comforts or staying with friends.

Come summer, the cost of a Florida holiday is even more attractive. From May on, visitors enjoy its cool seashore climate at about half the winter rates.

Millions of tourists "on pleasure bent" are discovering the joys of resting and playing in Florida. They are happy proof of this frugal fact—*a Florida vacation costs no more than an ordinary one.* For details on this or any aspect of Florida economy, write to:

Florida Development Commission
515-V Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

HOUSE GETS TV NETWORK BILL

Bennett proposal to regulate tv networks incorporates some Barrow recommendations

An old proposal—direct FCC regulation of the tv networks—was espoused from a new and unexpected source in the new Congress last Thursday (Feb. 26).

Rep. John Bennett of Michigan, ranking Republican member of the House Commerce Committee and its Legislative Oversight and Communications Subcommittees, introduced the latest network regulation bill (HR 5042). It follows many of the recommendations made by the FCC's Barrow report concerning network operations (GOVERNMENT, Oct. 7, 1957).

"I feel that Congress should enact new regulatory legislation for tv networks because I believe that such regulations are needed if the American people are to have the benefit of tv programming which meets the public interest test," Rep. Bennett said in introducing his bill. He said specific provisions of the measure were selected as a result of the Barrow study, hearings of the Oversight Subcommittee and other congressional-authorized studies.

Differs From Bricker Bill • The Bennett proposal goes beyond bills introduced in the 84th and 85th Congresses by ex-Sen. John Bricker (R-Ohio). The Bricker bill, on which the Senate Commerce Committee held hearings in 1956 and 1958, merely called for network regulation by the Commission while HR 5042 spells out what network operations will be regulated. Two senators have indicated they are considering the introduction of a network regulation bill in the 86th Congress, but Rep. Bennett's measure came as somewhat of a surprise.

Rep. Bennett's measure (1) provides that all network-affiliate contracts must be made public (a Barrow recommendation); (2) prohibits networks from representing any but owned stations (Barrow recommendation); (3) prohibits networks from influencing station rates for non-network programs (Barrow charge); (4) maintains network-affiliate contracts at present two years (Barrow recommendation); (5) requires networks to make programming available to a "maximum" number of stations; (6) prohibits networks from entering into contracts with affiliates which "unreasonably restrict use by such stations of programs offered by other networks or program suppliers" or locally-originated programs, and (7) requires that stations be privileged to refuse to telecast network programs.

Violators to Be Fined • The FCC would be required, within 90 days, to initiate rules to carry out provisions of the bill. Violators would be subject to a $50 fine for each violation and for every day the violation occurred. The bill defines a tv network as any organization which furnishes programs to two or more affiliated stations not owned by the network. Under this definition, such firms as the NTA Film Network would come under provisions of the bill.

An affiliate is defined as any station relying on a network for 20% or more of its daily programming or 35% or more of its programs from 6-11 p.m. daily.

The bill would require networks to provide "a balanced programming structure to its affiliated stations" but does not define a "balanced programming structure." It would leave this determination up to the Commission and, in effect, makes a network responsible to see that its affiliated stations carry public service programming.

Bennett: espouses network regulation

Rep. Bennett charged Thursday that "the networks aren't too fussy about what they shove on the public. . . . Networks are pretty autocratic; they are in a monopolistic position . . ." and are not anxious to see the situation changed. He admitted that the quality of current network programming motivated him, to a large degree, to introduce the control legislation.

Not Censorship Proposals • He maintained the bill is not a proposal for control or censorship of programming and that he is not an advocate of such a course of action. He said his main purpose in introducing the bill is to give the network control idea a complete airing by Congress. "I am not wedded to this legislation," Rep. Bennett stated. "I have an open mind on whether all of the provisions . . . should be included in legislation to regulate networks in the public interest.

"However, I am convinced that Congress must undertake the difficult task of providing adequate guide lines for the FCC . . ." in regulation of the networks. He promised to press Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, for early hearings on the bill.

While criticizing current network programming, Rep. Bennett said he does not agree with the contention that its alleged lack of quality will force pay tv to be accepted by the American public (BROADCASTING, Feb. 23). The Michigan Republican has previously taken a public stand against pay tv but last week said he is not against limited tests. He also said a careful study should be made to determine the validity of the network's contention that they cannot coexist with pay tv.

New York access bill would open court doors

A bill that would permit the broadcasting and telecasting of certain proceedings of courts, commissions, committees and administrative agencies in the state of New York awaits assignment to the Judiciary Committees of the State's Assembly and Senate.

The bill was introduced simultaneously last month by Assemblyman Charles D. Henderson of Hornell, and State Sen. E. Ogden Bush of DeLancey. The bill proposes to amend a law that prohibits telecasting, broadcasting or taking of motion pictures of proceedings. The amendment would permit radio-tv-motion picture coverage if prior consent is obtained from the judge of the court, chairman or head of a commission or administrative agency.

Mr. Henderson is president and general manager of WLEA Hornell.

During 363 Weekly Quarter Hours

KNOE-TV

Has

80% to 98%

SHARE OF AUDIENCE

IN RICH MONROE MARKET

From Sign On To Sign Off 7 Days A Week

KNOE-TV

Has

79.4%

Average Share Of Audience

AS REPORTED IN ARB DECEMBER 1958

JUST LOOK AT THIS MARKET DATA!

And you get more impact and circulation per dollar in radio on

WNOE-Radio* New Orleans — 50,000 watts 1060 KC

KNOE-Radio Monroe — 5,000 watts 1390 KC

**Survey proven No. 1, 6 a.m.—6 p.m. by A. C. Neilsen*

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

KNOE-TV

Channel 8 • Monroe, La.

A James A. Noe Station

CBS • ABC • NBC •

NOE ENTERPRISES, INC.
James A. Noe, Jr.—President
Paul H. Goldman—Executive Vice President and General Manager
Represented by H-R Television, Inc.

GREENLIGHT GIVEN PROGRAM PROBE

Extent of video networks' control over program ownership will be investigated by FCC; five basic issues are specified

The FCC has ordered a full-scale investigation of charges that television networks have been muscling in on program ownership.

Last week, the Commission ordered its staff to prepare a formal order instituting an investigation of allegations that tv networks have been forcing their way into ownership of programming packages as a condition to placing the shows on the air (BROADCASTING, Feb. 16).

It appointed Chief Hearing Examiner James D. Cunningham to preside at the inquiry and set five issues to be heard. They are:

- "The extent, if any, to which networks or others seek to achieve, or have achieved, control of television programming;
- "The extent to which network ownership or control of programs for television exhibition is necessary or desirable in the public interest;
- "The extent, if any, to which networks exclude or seek to exclude programs not owned or controlled by them or in which they have not acquired a financial or proprietary interest from access to network television markets;
- "The extent, if any, to which networks demand or require financial or proprietary interest in independently produced programs as a condition precedent to consideration for exhibition, or to exhibition, of such programs on the television networks;
- "The participation of networks or persons owned or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for television syndication or non-network television exhibition."

The order was issued last week, it was learned, after a copy was delivered to the Dept. of Justice.

It was the Justice Dept. last year that reported to the Commission that it had received several dozen complaints that networks were demanding to be cut in on tv programs.

The complaints, Justice said, were from program producers, syndicators, advertising agencies and others. The Justice Dept. had its famed FBI check these reports, and only recently turned this material over to the FCC.

Most of the complaints, it was ascertained, are directed at CBS and NBC.

Make Record • The intent of the FCC order, it is understood, is to force complainants to spread on the public record charges that tv networks forced tie-ins in their buying of programs or scheduling of programs. This type of proceeding, it is felt, will also permit "defendant" networks the opportunity of cross-examination.

The Broadcast Bureau's Office of Network Study will have charge of presenting the cases, it is understood. Program experts in that office are attorneys Ashbrook P. Bryant and James F. Tierney.

The two lawyers have been working on the programming section of the network study report. The Barrow report, issued in October 1957, covered all facets of television networking except programming.

In its order, the Commission empowered Examiner Cunningham to constitute himself as a board of inquiry, convene the inquiry as he decides, receive evidence, make a record and certify that record to the Commission.

This means, it was explained, that Mr. Cunningham will not be called on to recommend any action.

Mr. Cunningham was also authorized to subpoena witnesses and records and to institute closed hearings when in his opinion it may be required.

All commissioners voted in favor of the issuance of the order, it is understood.

HARRIS TEES OFF ON PROFESSOR

Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Subcommittee, last Thursday (Feb. 26) made his first public statement on a book written by the subcommittee's former chief counsel (BROADCASTING, Feb. 16).

The Arkansas Democrat told a Federal Communications Bar Association luncheon meeting in Washington that his subcommittee made several mistakes. "In fact, about the first and perhaps the most serious mistake the committee made was that it employed Dr. [Bernard] Schwartz as its chief counsel." This statement was greeted by applause from the attorneys practicing before the FCC.

Oversight Money Granted • The previous day (Wednesday), the House of Representatives granted Rep. Harris' request for $200,000 to continue the subcommittee's investigations during the 86th Congress, plus $150,000 for the House Commerce Committee's Communications Subcommittee, also headed by Rep. Harris, to investigate the overall frequency allocations structure (BROADCASTING, Feb. 23).

Rep. Harris told his lawyer audience the subcommittee has not had time to formulate specific plans for 1959 or to consider the makeup of its staff. Taking cognizance of the staff difficulties during the past year, the chairman stated: "I want to make it perfectly clear, however, that the committee will use the greatest precaution in obtaining the kind of a staff that is needed and which will carry out the plans and policies of the committee for a forthright, fearless, fair and objective study and investigation."

The subcommittee's 1959 scope of investigations has been pretty well outlined by recommendations for future studies made in its Jan. 3 report to Congress, Rep. Harris said (BROADCASTING, Jan. 5). The chairman emphasized he had no intentions other than to carry out these recommendations. Commenting on prior speculation that he might relinquish the Oversight chairmanship, Rep. Harris said: "I have had no thought of seeing this program taken over by others—for exploitation or otherwise."

Schwartz Mistakes Facts • Rep. Harris said there were many "misstatements of fact and erroneous assumptions and conclusions" made by Dr. Schwartz in his book, *The Professor and the Commissions*. "I have thus far refrained from making any comment—publicly," Rep. Harris said. "I do seriously take issue, however, with the methods, tactics and procedures employed by Dr. Schwartz [who was fired when he publicly came in conflict with the subcommittee]. I could not agree with them from the first public utterances he made before the Federal Bar Assn. [Dr. Schwartz, addressing the FBA in September 1957, asked members of the bar to inform him of alleged improprieties before the FCC and other agencies.]

"This was the major reason for what later developed. He [Schwartz] was determined to rule or ruin. . . . The book itself is the most outstanding proof of why the committee should never have employed him."

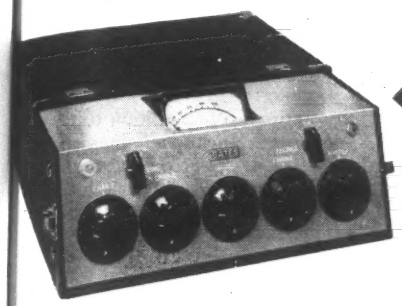
Rep. Harris cited three specific "false and inaccurate claims" made by Dr. Schwartz in his book: (1) The Albany-

GATES

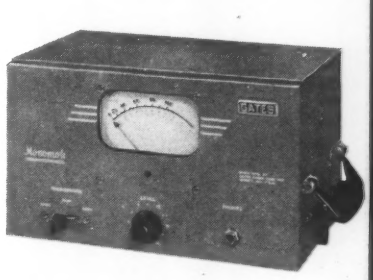
FOR THE *BEST* REMOTE COVERAGE!

*Demand the **best** in Remote Amplifiers . . .*

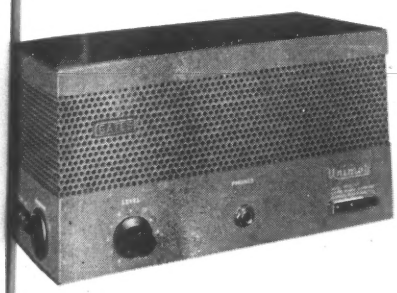
Now is the time to start thinking about those sportcasts and special events where complete confidence in your remote equipment is a must under all circumstances. To give you this confidence, Gates offers a variety of dependable, top-performing, lightweight remote amplifiers that have been recognized as the finest in the field.



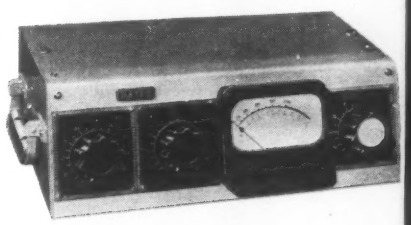
THE DYNAMOTE: This 4-channel tube type portable 22 lb. remote amplifier tops every sales record in the Gates 37-year history. 4" hinged illuminated VU meter, step attenuator throughout, 90 db. gain, full 15,000 cycle response and operates from AC with continumatic battery supply optional. Price complete—$359.00.



THE MONOMOTE: Two microphones switch into a 81 db. full 15,000 cycle AC operated amplifier. 4" illuminated VU meter. Case has handle for portable use. Size 11" x 6½" x 6½". Weight: 15 lbs. Price—$165.00.

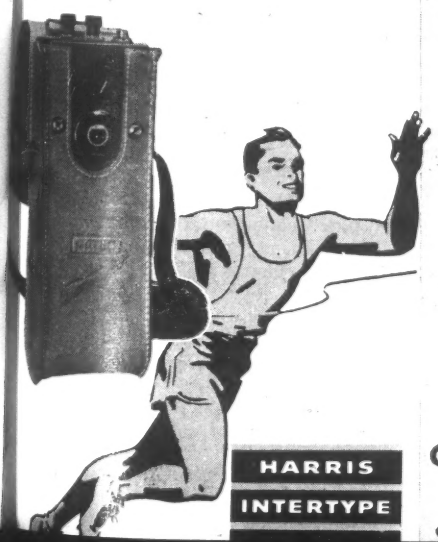


THE UNIMOTE: New and already broadcasting's fastest selling single microphone AC operated remote amplifier. 81 db. gain, full 15,000 cycle response, noise down 60 db. or better. Beautifully styled for permanent or portable service. Weighs 11 lbs. Price—$105.00.



THE BIAMOTE: Most remote pickups are for 2 microphones and the Gates Biamote handles them for over 500 radio and TV stations. Dual step attenuators, 4" illuminated VU meter, 90 db. gain with 15,000 cycle response. Only 5" high, 14" wide and 8½" deep. Weighs 15¼ lbs. Price—$215.00.

THE TRANSMOTE: Fully transistorized single channel battery operated remote will fit in sport coat pocket or strap over shoulder. 78 db. gain, noise 60 db. down, 10,000 cycle response. Weighs 3 pounds. Size: 9½" x 3½" x 2½". Price—$145.00.



THE TWINSISTOR: Two-channel transistor battery operated remote has done everything from bowl games to ballrooms. Hundreds in use. 78 db. gain, 10,000 cycle response, 60 db. noise reduction, 3" VU meter, weighs 7 lbs. and 7" wide, 3⅛" high, 7" deep. Price—$215.00.

Gates remote amplifiers are in stock ready to join your profit making team, so make a selection today from the finest available.

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Schenectady-Troy tv case; (2) the "Adams-Goldfine fiasco," and (3) the Miami ch. 10 case which resulted in the resignation and criminal indictment of FCC Comr. Richard A. Mack. Dr. Schwartz, in his book, takes credit for uncovering all three cases. Rep. Harris said the first two were not a part of subcommittee files (and the New York case still is not), at the time counsel Schwartz was fired, and that the Miami case was developed by two investigators and "had not been put together and developed for presentation.

"In other words, not only are the claims false, but it again emphasizes his attitude in withholding information from the committee itself," Rep. Harris charged.

Not All Angels • The congressman said "improper or unethical conduct" by commissioners and practitioners before the FCC constitutes a most serious problem. "However," he said, "even

Harris: returns kick in shins

if all the commissioners and all of the persons in public and private life who are concerned with proceedings before these agencies were angels, there still would be other crucial problems . . . that Congress must come to grips with. . . ."

He added that the author had not "grasped the scope" of the subcommittee's task.

Allocations Problem • On the spectrum study, to be conducted by the Communications Subcommittee, Rep. Harris said many of the situations dealt with by the Oversight Subcommittee "are a direct result of the scarcity of desirable spectrum space available for broadcasting purposes."

The House, with only perfunctory interest, approved the Legislative Oversight monetary request. Rep. H. R. Gross (R-Iowa) asked for "a little explanation of what is going on here" when the resolution was brought up under executive privilege.

Rep. Clare Hoffman (R-Mich.) asked if any steps had been taken to prosecute the individual responsible for removing certain subcommittee files a year ago and giving them to a senator. Rep. Harris replied that such a recommendation had been made to the Justice Dept. but that no action had been taken. "I think it would be well to follow up action of that kind," Rep. Hoffman replied.

More comments filed on FCC applications

Additional comments were filed last week, mostly critical, on the FCC's proposed rulemaking to revise program classifications and spot announcement listings in application forms (BROADCASTING, Feb. 23). The proposed changes in Sec. IV of broadcast application forms were announced last year (BROADCASTING, Dec. 1, 1958).

Last week's comments:

CBS: Proposed instructions omit the requirement that applicants for authorizations for renewal provide analyses of proposed operation unless the proposed operation contemplates substantial changes. The category of sporting events should include talks, interviews, etc., on sports as well as play-by-play.

Strict adherence to the clock in program log analysis seems arbitrary and mechanical and would penalize, for example, a station which is broadcasting recorded music and which prefers to play a complete selection, placing the spot announcement at the end instead of interrupting the performance. The provision to label as commercial a 15-minute segment which has five minutes sponsored would prevent an accurate comparison of sustaining and commercial time. The proposed definition also would distort the comparison of network, recorded and live programs since these classifications are used in the analysis jointly with commercial and sustaining classifications.

Metropolitan Broadcasting Stations: (WNEW - AM - FM - TV New York, WTTG [TV] Washington, WHK-AM-FM Cleveland): The Commission's continued emphasis upon time use and quantitative analyses is erroneous and unproductive in serving the public interest. The Commission, lacking the time, opportunity and implements to properly evaluate and consider program performance qualitatively as well as quantitatively should have more general and adaptable reporting requirements.

The FCC should modify revised Sec. IV as to adherence to 15-minute periods for analyses based on lesser time segments for classifying commercial and sustaining time. . . . The basis for classifying commercial and sustaining programs is not valid. . . . The 14 minutes of uninterrupted sustaining time provision is too restrictive. The portion of the Commission's definition of a spot announcement relating to station identification announcements should be clarified.

KFWB Los Angeles: The revised Sec. IV continues to emphasize almost exclusively time use and quantitative analyses. . . . Quantitative analyses have limited usefulness and any standards based thereupon . . . can lead to inequitable results. The revised Sec. IV perpetuates archaic formulae predicated upon classic network operations. FCC should eliminate statistical analysis.

WIBC Indianapolis: It is impractical, if not impossible, to design a form that would afford effective recognition to the cultural, economic, social, religious and other differences in the areas and populations served by different broadcast station licenses.

The proposed definitions for the various types of program categories appear uncertain of application and give rise to many questions insofar as the classification of programs is concerned. The form would seem to impose upon broadcast licenses the rather rigid requirement that all analysis must be based upon 15-minute periods commencing on each hour. Such a requirement will produce nothing but distorted and unrealistic pictures of the actual programming efforts of many licensees. Spot announcements definition is open to distortion.

WIS-AM-TV Columbia, S.C.: If the new form . . . is adopted, a substantial delay in effective date should be allowed as the numbers of the program types have been changed. . . . It would simplify matters if the new form would follow the present Sec. IV and have the same numerals represent the same program types as closely as possible.

WTTS Bloomington, Ind.: The instructions are incompatible with the securing of quantitative data as to the proportion of time to various programs. Programs, regardless of length, which appear within the same 15-minute segment, provided they are of different 'origin' and/or 'commercial sustaining' designation, must be treated and classified as complete and individual program units.

KRON-FM-TV San Francisco: Favors proposed changes but recommends that the language in the explanatory paragraphs on page 4, Sec. IV, be clarified so as to enable a station to show and account for as sustaining any program for which it does not actually receive money or other direct and valuable consideration.

KRAK Stockton, Calif.: The changes do achieve substantial advantages in

early or late...
Western New Yorkers
keep their date
with

WBEN

NEWS
WEATHER
SPORTS

the highest rated service programs on Buffalo television

Whether it is the 6:27 pm - 6:45 pm time period or the 11:00 - 11:30 pm slot, WBEN-TV NEWS . . . WEATHER . . . SPORTS consistently gets the largest share of audience in Western New York, month after month.

Western New Yorkers are weather-conscious, news-interested and sports-minded. And WBEN-TV is too! Top talent is assigned to present these features backed by crack reporters, seasoned news-staffers and experienced motion picture camera crews.

The results are: locally produced shows of high caliber to attract *loyal and large audiences.*

If you have a sales message to say to the more than 2,000,000 consumers in the WBEN-TV coverage area and are cost-conscious, sales-interested and profit minded, check into the availability of participation or sponsorship of these popular service features.

EARLY		LATE	
Weather	6:27 pm	News	11:00 - 11:10 pm
News – Sports HEADLINES	6:30 - 6:45 pm	Weather	11:10 - 11:15 pm
		Sports	11:15 - 11:30 pm

HARRINGTON, RIGHTER and PARSONS
our national representatives will be happy to furnish all details

WBEN-TV

CBS IN BUFFALO

Your dollars count for more on Ch. 4

simplification and realistic relationship to modern broadcasting and therefore KRAK favors the proposed changes.

KSKY Dallas and WKEU Griffin, Ga: The policy of the Commission over the years with regard to the information sought by Sec. IV has been a series of continuously expanding requests for detailed information which has resulted in confusion, misinterpretation and misunderstanding as between the FCC and the various applicants and licenses. Arbitrary definitions under program classification do not lend themselves to the ever-changing format.

If the FCC is seeking information as to the types of programs which are being broadcast throughout the country by stations, such information can be easily obtained by other methods.

KMPC Los Angeles: The definition of non-commercial spot should be broken into two parts: (1) as stated; (2) should include service announcements other than time and temperature designed to inform and aid the public.

Miami ch. 10 gambits discouraged by FCC

Attempts to open Miami ch. 10 to new applicants and to wrap up the April 23 oral argument into a decision on the final grant apparently are doomed to failure.

The FCC last week announced it had directed its staff to write up an order denying petitions for these purposes by Elzey Roberts and North Dade Video Inc. The announcement carried the usual warning that this did not constitute a final decision but might be changed when the formal vote is taken.

Mr. Roberts, former principal in KXOK and KWK-AM-TV, both St. Louis, asked the Commission last December to permit new applications to be filed for Miami ch. 10. He also asked permission to participate in the oral argument.

North Dade, one of the original applicants, urged the FCC to enlarge the issues in the oral argument so that the Commission might make a final grant.

The oral argument is on exceptions to the Dec. 1 initial decision by special hearing examiner Judge Horace Stern. He recommended that the ch. 10 grant to Public Service Television Inc., the National Airlines subsidiary, be revoked. He also suggested that the *ex parte* activities of National Airlines and WKAT Inc. (WKAT Miami-A. Frank Katzentine) be considered as a qualification factor in any new ch. 10 hearing. The fourth of the original applicants is L.B. Wilson Inc.

Orlando Rejection • Also last week, the FCC turned down a request by WORZ Inc. (parent corporation of WKIS-WORZ [FM] Orlando, Fla., and losing applicant for ch. 9 there) to participate in the Commission inquiry into alleged backdoor pressures in the grant of ch. 9 Orlando to WLOF of that city. The Commission, in a letter to Eliot C. Lovett, counsel for WORZ Inc., invited the submission of any information on the subject under inquiry. It also stated that further consideration would be given the petition insofar as it contemplates a formal investigation before a hearing examiner, upon receipt of this information.

The FCC's 1957 ch. 9 grant to WLOF was remanded last October by the U.S. Supreme Court to the U.S. Circuit Court in Washington because of testimony before the House Legislative Oversight Committee in which charges were made that *ex parte* representations in behalf of WLOF were made to an FCC member.

Tv spot limit sought

California State Sen. Stanford C. Shaw has introduced a bill in the state legislature to restrict length and frequency of commercials on California tv stations.

Sen. Shaw would limit locally-produced spots to two minutes in length with not less than a 10-minute interval between. "This is a minimum restriction . . . which stations should have no difficulty living with," he said.

The senator also intends to introduce a resolution calling on Congress and the federal government to impose similar standards on network tv.

PLANNING FM BROADCASTING?

Visit us at the NAB SHOW

March 15-18 Booth No. 35

GEL

GENERAL ELECTRONIC LABORATORIES, INC.

195 MASSACHUSETTS AVENUE, CAMBRIDGE, MASS.

BOSTON WITNESSES
Star lineup in store for ch. 5 proceeding

The Boston ch. 5 hearing last week was adjourned tentatively until March 9 amid indications five FCC members may be called to testify, plus possibly the head of the Justice Dept.'s Antitrust Division and former Secretary of Commerce Sinclair Weeks.

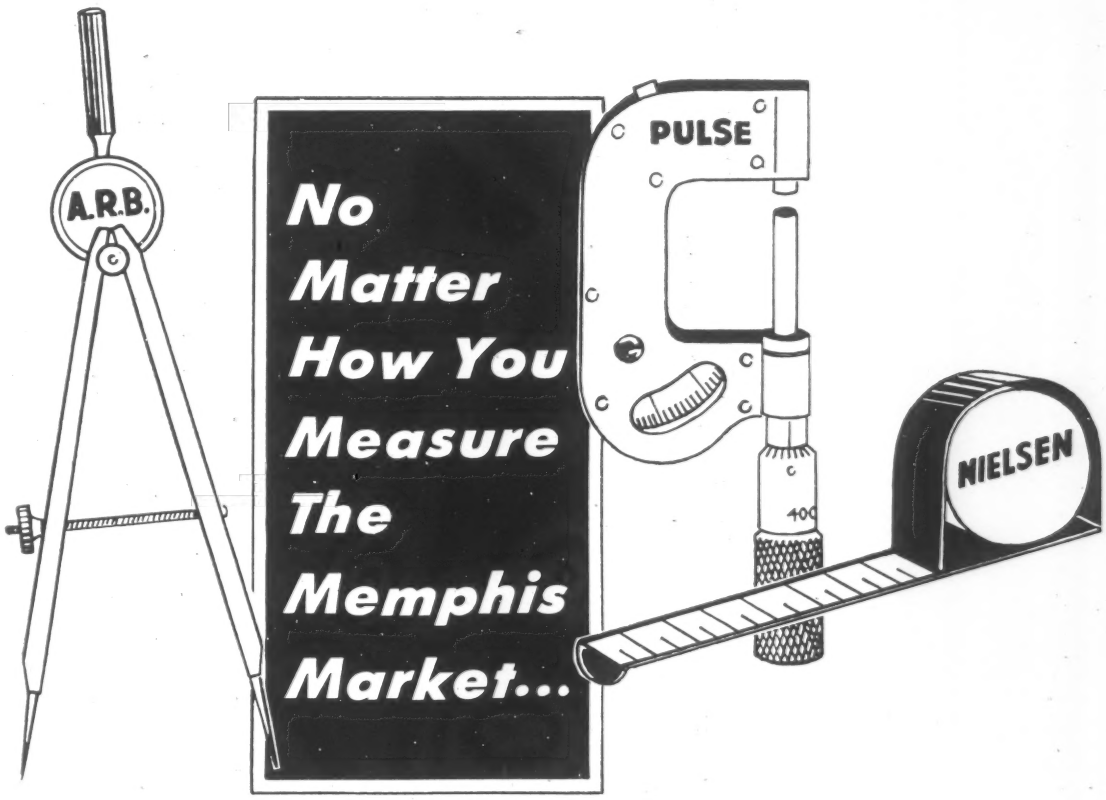
The court-remanded case took more of a twist toward the antitrust angle as counsel for the three losing applicants and the *Boston Globe* indicated they want to hear more about the Justice Dept.'s position on the *Globe's* antitrust charges against the competing *Boston Herald-Traveler* (WHDH), which received the ch. 5 award in April 1957.

Testifying last week were Davis Taylor, publisher of the *Globe*, who largely corroborated his cousin John Taylor's testimony the previous week on January 1957 contacts by the Taylors with all members of the FCC and with Capitol Hill and White House figures (BROADCASTING, Feb. 23); Daniel Lynch, stockholder-director in Greater Boston Tv Corp., who said he talked to Sen. Leverett Saltonstall (R-Mass.) about ch. 5 once or twice, but asked and got no help, and who denied talking to others in Washington about the case; George E. Akerson, *Herald-Traveler* advertising director, who denied any contact with former FCC Comr. Richard Mack, other FCC members or Capitol Hill figures concerning ch. 5.

Taylor Calls • The five FCC members whom the Taylors testified they contacted are Chairman John C. Doerfer, T.A.M. Craven (who abstained in the ch. 5 case), Robert T. Bartley, Robert E. Lee and Rosel H. Hyde. They also saw former Chairman George C. McConnaughey, who has testified in the current hearing and described the cousins' visit, and former Comr. Mack, who resigned last year.

The *Globe* and the three losing applicants—Greater Boston Tv Corp., Massachusetts Bay Telecasters and Allen B. DuMont Labs—indicated last week they want to question antitrust chief Hansen to get his version of his telephone conversation with Mr. McConnaughey on March 28, 1957, shortly before the FCC grant to WHDH. Mr. McConnaughey testified Mr. Hansen told him that antitrust charges by the *Globe* on file at Justice had been investigated and found groundless, and that, thus cleared by this assurance, the grant was made. A *Globe* petition to intervene in the ch. 5 case was denied at the time of the grant.

The *Globe* has attempted to introduce other evidence (withheld so far



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Oct. 29-Nov. 25 '58 (Metro Area)	Pulse Nov. '58 (Metro Area)	Nielsen Nov. 9-Dec. 6 '58 (Station Area)
WREC-TV	248	293	275
Sta. B	94	96	66
Sta. C	69	29	70

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

by special Hearing Examiner Horace Stern) purporting to show Mr. Hansen's position on the *Globe* charges was different than that relayed to the FCC by Mr. McConnaughey after the phone talk. The *Globe* and losing applicants also want to hear Justice's side of a talk between Robert B. Choate, *Herald-Traveler* publisher, with former Attorney General Herbert Brownell, described by Mr. Choate in prior testimony before the House Legislative Oversight Subcommittee. Justice representatives indicate Mr. Hansen attended the Choate-Brownell meeting.

Hansen Role • Robert A. Bicks, assistant to Mr. Hansen and representing Justice in the department's role as *amicus curiae*, said Mr. Hansen would prefer to submit a statement instead of appearing in person if counsel can agree on what they want to ask him. William A. Roberts, counsel for DuMont who leads the move to get Mr. Weeks on the stand, said he prefers to hear Mr. Hansen "in person."

Concerning the antitrust issues raised so far, Examiner Stern said it is not for the hearing to determine whether the FCC didn't fully consider the antitrust laws. "We are not a super commission," he said, and the Hansen-McConnaughey matter is being explored only to determine if there was impropriety involved in the ch. 5 grant.

Mr. Bicks said Mr. Hansen's talk with Mr. McConnaughey should be considered only against the background of the U.S. Supreme Court decision last week finding that an FCC action does not preclude Justice from pursuing an antitrust case (see page 29). Mr. Bicks also asked that a limit be set on Mr. Hansen's proposed testimony, but Examiner Stern told him that what seems irrelevant now may be determined as significant later.

Wants Limits Set • Mr. Bicks wanted the Hansen testimony limited to the facts of the Hansen-McConnaughey talk, whether views of the two were different on what was said and whether Mr. Hansen then or later acted to corroborate his own version.

The Justice representative said Mr. Hansen shouldn't have to testify on the Justice queries made on the *Globe* complaint nor the persons contacted because this would reveal the names of advertisers and what they said, possibly to their prejudice. He said Mr. Hansen, however, would be willing to tell "every step" he directed and authorized in the investigation.

Massachusetts Bay counsel said it wanted to know the extent, if any, the *Herald-Traveler* tried to influence Justice in the department's inquiry, since that newspaper, he felt, could be expected to believe the FCC would rely "to some extent" on Justice views.

(L to r) D. Taylor, Lynch, Akerson: Bostonians account for their conduct

From the SEC record:

The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. Transactions, filed with the SEC between Dec. 11, 1958, and Jan. 10, involved common stock unless indicated otherwise.

Avco Manufacturing Corp.—Victor Emanuel purchased 108,000 shares giving him total of 134,000; James R. Kerr acquired 5,200 shares giving him 5,600 total; Frank S. Larson purchased 3,600 shares giving him 6,100; Kendrick R. Wilson Jr. purchased 6,900 shares giving him 9,400.

Allen B. DuMont Labs—Allen B. DuMont, in three separate transactions, sold 7,000 shares leaving him with 19,801.

Emerson Radio & Phonograph Corp. —(capital stock involved in each instance) Benjamin Abrams purchased 1,100 shares raising his total to 270,718; Harold Goldberg bought 810 shares giving him 1,620; Harvey Tullo acquired 1,266 shares, disposed of 1,509, leaving him with 5,152.

General Electric Co.—Lemuel R. Boulware increased his holdings to 11,250 shares by acquiring 4,500.

General Transistor Corp.—In three separate transactions, Bernard Cohen acquired 1,500 shares giving him 17,868.

Guild Films Co.—John J. Cole disposed of the 34,000 shares (sold by pledgee with whom shares had been pledged as collateral for a loan) he held in firm; David Van Alstyne Jr. (as trustee) disposed of 4,400 shares leaving 4,000 in trust.

Loew's Inc.—Joseph Tomlinson sold 71,200 shares leaving him with 78,800.

National Telefilm Assoc. — Jonny Graff sold total of 900 shares in two transactions leaving him with 2,300.

Philco Corp.—Gaylord P. Harnwell acquired 180 shares giving him 714; Robert F. Herr sold 500 shares leaving him with 24,953.

Radio Corp. of America—Robert A. Seidel disposed of 640 shares leaving him with 500.

Republic Pictures Corp.— Edwin V. Pelt sold the 2,500 shares he owned in firm; Douglas T. Yates (through Tonrud Inc.) sold 2,000 shares, purchased 13,927, leaving Tonrud with 208,264 (Mr. Yates individually owns 4,027 shares); Tonrud, in two separate transactions, disposed of the 8,400 preferred shares it held.

Skiatron Electronics & Tv Corp.— Kurt Widder sold a total of 1,000 shares in two transactions leaving him with 6,900.

Sylvania Electric Products—Frank J. Healy purchased 510 shares giving him 4,384; Don C. Mitchell (Waldon Inc.) acquired 1,000 shares raising his ownership to 3,296 shares, plus 1,000 owned indirectly through Waldon Inc.; Colman H. Pilcher bought 260 shares giving him 314.

Universal Pictures Co. — Preston Davie bought 100 shares giving him 109; Decca Records increased its ownership to 771,985 shares by purchasing 8,200.

Warner Bros. Pictures—Jack L. Warner sold 3,000 shares reducing his holdings to 228,999, plus 1,400 shares in trust.

Westinghouse Electric Co. — Bruce D. Henderson purchased 813 shares, sold 300 and 200 in separate transactions, leaving him with 818 shares owned.

Doerfer cancels trip

FCC Chairman John C. Doerfer has begged off from a "put-out-the-fire" trip to Helena, Mont., where, according to Sen. Mike Mansfield (D-Mont.), the FCC chairman was going to investigate the "highly competitive" tv situation in the state. Mr. Doerfer wrote Sen. Mansfield that he cannot make the trip because he was scheduled

to appear before the House Appropriations Committee and also the Helena case is on appeal and he should not do anything until the court rules.

The Helena case involves FCC's grant to Montana Microwave to extend its relay service to feed Spokane tv signals to a community antenna system in Helena. After ch. 12 KXLJ-TV Helena failed to persuade the FCC to reverse this decision, it suspended operation (BROADCASTING, Feb. 9). In mid-February Helena cable company principals filed an application for ch. 10 there. The group received a construction permit for this channel in 1957, but surrendered it before it began building. The KXLJ-TV appeal is scheduled to be argued the week of March 9.

Community tv asks FCC control

Cable operators are moving closer to marriage with FCC under the Communications Act. The National Community Tv Assn. board has instructed general counsel E. Stratford Smith to draw up legislative recommendations to give FCC jurisdiction over CATV systems and submit them to the board for review. The feeling is growing that there are a number of advantages in coming under the FCC regulatory umbrella as against rugged individualism.

CATV systems have fought actions seeking to bring them under state public utility controls. The board, meeting at Phoenix, Ariz., also was told that a property right case—to be brought by Salt Lake City tv stations against a Twin Falls, Idaho, antenna system—was imminent. The board affirmed its previous position that booster operations are not in the public interest and laid plans to counteract Congressional pressures put on the FCC by booster proponents.

N. Y. controls asked

A bill for state regulation of tv programming has been proposed by Assemblyman Bruce Manleigh, Chautauqua County, New York. He stated at a hearing last Thursday (Feb. 26) that he was motivated by complaints from some of his constituents. Robert J. Leder, general manager of WOR-AM-FM-TV New York and president of the New York Assn. of Broadcasters, said in reply that NAB Television Code Review Board already applies standards more stringent than those called for in the bill.

WMBV-TV move okay

The FCC last week made effective immediately a Jan. 20 initial decision granting the application of ch. 11 WMBV-TV Marinette, Wis., to move its transmitter site from a point about 14 miles southwest of Marinette to about 38 miles southwest of the city. The Commission grant also allows the tv outlet to increase its antenna height from 780 ft. to 960 ft. and increase power to 316 kw.

• Government notes

• An attack on unrestrained use of tv programs by community antenna systems is scheduled to be filed this week or next by three Salt Lake City tv stations against a Twin Falls, Idaho, cable company. Federal district court in Boise, Idaho, will be asked to issue a declaratory judgment against Cable-Vision Inc., Twin Falls franchise holder feeding about 200 subscribers. Cable-Vision has an application pending before the FCC asking for permission to build a $250,000 microwave relay to bring Salt Lake City tv to subscribers (potentially numbering about 5,000). The suit will be based squarely on property-rights of originating stations, KSL-TV, KUTV (TV) and KTVT (TV), all Salt Lake City.

• The Coos Bay (Ore.) ch. 11 case moved toward conclusion last week as FCC Chief Hearing Examiner James D. Cunningham granted the petition of KOOS-TV for dismissal without prejudice of its application to change from ch. 16 to ch. 11 in Coos Bay. Under an agreement with the other applicant for ch. 11, Pacific Television Inc., KOOS-TV is to be paid $8,742 for out-of-pocket expenses.

• KBAK-TV (ch. 29) Bakersfield, Calif., received FCC permission to wage a two-front tv battle last week. The Commission postponed last year's grant of ch. 17 Bakersfield to Kern County Broadcasting and designated the application for oral argument on April 16 with KBAK-TV a party. The Commission refused, however, to stay the grant. A couple of weeks ago (BROADCASTING, Feb. 23), the FCC granted another petition by KBAK-TV and stayed the grant of Pacific Broadcasters Corp. for ch. 39 Bakersfield, pending an oral argument.

• The Western New York Educational Television Assn., composed of 33 business, educational and community leaders, has applied to the FCC for an educational tv station on ch. 17, Buffalo. NBC, which operated WBUF (TV) on ch. 17 prior to Oct. 1, 1958, has offered to donate $115,000 worth of equipment to the educational group.

• A protest filed by WTVR (TV) Richmond, Va., challenging a 1958 action which gave WXEX-TV Petersburg permission to identify itself with Richmond as well as Petersburg, has been dismissed by the FCC. Comr. Robert T. Bartley abstained.

• Anthony Wayne Television Corp.'s petition for rehearing and reopening of the record with enlarged issues in the Toledo ch. 11 case has met with refusal as the FCC directed preparation of a document to deny the losing applicant's requests. The Commission awarded ch. 11 to The Community Broadcasting Co. last summer (BROADCASTING, July 28, 1958). The issues in the case which Anthony Wayne wanted enlarged included the allegation that Community Broadcasting commenced construction prior to the grant of the channel.

• Two bills aimed at a recent Internal Revenue Service ruling that applies excise taxes to the co-op advertising allowance in sale of articles by manufacturers have been introduced in the House—HR 4418 by Rep. Jack Westland (R-Wash.) and HR 4352 by Rep. Edward J. Derwinski (R-Ill.). An IRS ruling, effective Feb. 1, held the co-op portion of the product sales price is taxable.

• The FCC has denied a petition by WSAY Rochester, N.Y., for reconsideration or rehearing of the Commission's March 12, 1958, decision in the ch. 10 Rochester case. At that time the FCC dismissed the WSAY protest and affirmed its 1953 grant of construction permits to WHEC-TV and WVET-TV for new stations on ch. 10 on a share-time basis. Comrs. Frederick Ford and John Cross did not participate in this decision. Comr. T.A.M. Craven was absent.

• General Broadcasting Co., Brownsville, Tex., which is engaged in advertising and despite its name does not operate any broadcast station, has been granted authority by the FCC to transmit boxing matches in Spanish over telephone lines to XEO Matamoros, Mexico. The grant is for a six-month period. Robert N. Pinkerton is president and majority owner of the firm which will lease lines from Southwestern Telephone.

• Two tv outlets got a go-ahead from the FCC last week for private tv intercity relay systems. Ch. 12 KPAR-TV Sweetwater, Tex., was granted its application for a relay for off-the-air pickup of programs of its parent station ch. 13 KDUB-TV Lubbock. Ch. 3 KDLO-TV Florence, S.D., was granted its relay for off-the-air pickup of programs of its parent ch. 11 KELO-TV Sioux Falls, S.D.

BANK ROLL ER

wires Hugh L. Kibbey, National Sales Manager

WFBM-TV

INDIANAPOLIS

Yankee Doodle Dandy blitzed the opposition in Indianapolis. Hugh L. Kibbey, WFBM-TV National Sales Manager, didn't wait to write. Here's what he wired about the James Cagney song-and-dance smash:

"Yankee Doodle Dandy special showing on Xmas day huge success. Much much favorable reaction and already we have potential bank-roller for repeat showing July 4."

The ratings show that "Dandy" glues 'em to the set. WFBM-TV ran it from 5 p.m. to 7 p.m. Dec. 25 and pulled down a big 18.0 against 6.4, 3.4 and 2.9 for competition! *Almost triple the next highest rating.*

Like WFBM-TV, smart programmers all over the country are going to town with Yankee Doodle Dandy. Don't let this money maker get away! Only two showings available up to July 5th. Program it now!

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

TV GOLD FILLS LOEW'S CUP

Increased activity of MGM-TV responsible for half of parent's 2nd quarter earnings

At Loew's Inc., tv has become the biggest factor in earnings. The corporation's coffers are filling up from MGM-TV activity.

Stockholders were told last week that of the 49 cents in corporation share earnings for the first quarter that ended Nov. 20, 1958, tv brought in 17 cents. Highest category was film production at 19 cents. Theatres and radio (WMGM New York) accounted for 8 cents, while records and music publishing earned 5 cents.

The second quarter, which ends March 12, is changing all that. Tv will be first with the most. Of an estimated 50 cents in earnings per share, tv is expected to bring in 22 cents, film production 16 cents, theatre-radio 7 cents and records-music 5 cents.

Adding the two quarters, tv is No. 1 in its contributing share to earnings, 39 cents, followed by motion picture production at 35 cents.

The Sources • Where does the money come from? Stepped up activity in tv commercial production for advertisers, sale of the MGM feature library to tv stations, continued production of film for tv, rental of stages and lot space to independent or "outside" producers of film for tv.

An MGM spokesman noted last week that the studio overhead has been cut because of increased rentals by tv companies.

Loew's dropped cumulative voting for board directors last week in a move at turning back future insurgents seeking management control; prepared itself for a split into theatres and studios which will take place March 12. Stockholders, learning that Loew's will not pay dividends and earnings will be plowed back for cash reserve and expansion, called for economy.

Among the several measures demanded by investors in the corporation were the following: they asked for cuts in salaries, sale of properties failing to make money and elimination of any part of the company failing to pay its own way.

FORECASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

March 2-6, 9-11 (2-2:30 p.m.) **Truth or Consequences**, participating sponsors.

March 2-6, 9-1 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

March 2, 9 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

March 3 (7:30-9 p.m.) **Some of Manie's Friends**, Liggett & Myers through McCann-Erickson.

March 4, 11 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

March 4 (9-10 p.m.) **Bell Telephone Hour**, Bell Telephone through N W. Ayer.

March 5 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

March 5 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

March 6 (7:30-8 p.m.) **Northwest Passage**, sustaining.

March 6 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

March 7 (8-9 p.m.) **The Perry Como Show**, participating sponsors.

March 8 (5-7 p.m.) **NBC Opera Co. Presents "Maria Golovin"**, sustaining.

March 8 (7:30-8 p.m.) **Buddy Bregman Music Shop**, sustaining.

March 8 (8-9 p.m.) **Steve Allen Show**, Mutual of Omaha through Bozell & Jacobs and du Pont through BBDO.

March 8 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

March 10 (8-9 p.m.) **George Gobel Show**, RCA through Kenyon & Eckhardt.

March 11 (9-9:30 p.m.) **Milton Berle Show**, Kraft Foods Co. through J. Walter Thompson.

Economics stunts tv, panel tells ATAS unit

Economics is the real reason tv programs are not as good as they ought to be. That conclusion was reached Wednesday by a panel of five directors, three actors and a writer at a meeting of the Hollywood chapter of the Academy of Television Arts and Sciences.

Topic of the evening, "Directors—Jekyll or Hyde," with directors Paul Henreid, Jules Bricken, Herbert Hirschman, Buzz Kulik and Sheldon Leonard prepared to defend their craft against the attacks of actress Ida Lupino, actors Howard Duff and J. Lee Cobb and writer Richard Berg, was all but forgotten as all parties agreed the real villain is the dollar shortage that causes shows to go on with insufficient rehearsals, insufficient contact between director and writer and between director and producer. This is particularly true of half-hour film shows, where the budget forces a time limit of three days from script to completed show, they declared.

Under present economic conditions—and no panel member foresaw a change for the better in the near future—the director must rely on his own resources,

THANKS . . .

. . . and may we ask your help again?

Almost a quarter of a million crippled children and adults were given care and treatment through Easter Seals last year . . . a record achieved with the generous assistance of the radio and TV industry.

For the 1959 appeal — February 27 to March 29 — Garry Moore is National Chairman. He, along with Bing Crosby, Debbie Reynolds, Claudette Colbert, John Wayne and Jack Webb have supplied us with 1-minute TV spots. Other spots show Easter Seal services and star crippled children.

For radio there are recordings by outstanding talent and two double-sided, 15-minute Garry Moore Bandstand recordings featuring Bob Crosby and the Bobcats, Ray McKinley and the Glenn Miller Orchestra, Sammy Kaye and Benny Goodman with their aggregations.

May we ask you to again set aside some time to help crippled children? All materials are free, of course. Just call or write your Easter Seal Society or

NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
2023 West Ogden Avenue **Chicago 12, Illinois**

The Easter Seal Society now in its 38th year of service

taste and ability to make fast decisions, to tell what actors what to do and hope it works out, Mr. Bricken stated. "You've got to carry a cash register in one pocket and your inspiration in the other," he said, adding, "I've never come away from a tv show I've directed feeling satisfied, but what I do must be commercially acceptable for I've survived."

Messrs. Kulik and Hirschman, both directors on *Playhouse 90* and other live programs at CBS-TV, invited their conferees to "come on over to live tv," where there is more time to prepare for a broadcast than in tv film production. This pair was enthusiastic about videotape which they said gives them all the advantages of live television plus the ability to correct mistakes in the performance before the show gets on the air. Mr. Leonard argued that while tape is a technical advance, it is no revolution, and that while he expects tape to supplant film eventually in tv programming, he looks for the resultant program techniques to be more like film than they are like live.

At summary time, however, it was Mr. Leonard who spoke out against the pessimism of some of the other panelists. Look back 10 years, he urged; compare programs then with programs now and see the difference, see how tv has progressed and have hope for the future. "Why," he asked, "should tv be the only art to fail to improve with age?"

Miss Lupino, on behalf of ATAS, presented a distinguished service medallion to Max Factor in tribute to his pioneer work in developing the proper make-up for television. This began, she said, in the days before World War II when he experimented with tv make-up in collaboration with Don Lee's experimental tv station, W6XAO Los Angeles. When color tv came along, the cosmetics manufacturer continued experiments with CBS-TV and NBC-TV, she said. Max Factor & Co., the firm founded by Mr. Factor, is celebrating its 50th anniversary this year.

Niles strike settled

A week-long strike against Fred A. Niles Productions was settled with a new contract involving Local 780 of Motion Picture Laboratory Technicians Union (affiliated with International Alliance of Theatrical Stage Employes). About 35 film editors, cameramen and technicians called the strike Feb. 11 and about 1,500 other IATSE members refused to cross picket lines. A new contract with Niles (tv commercials, industrial and other films) calls for pay boosts of 15 to 26 cents per hour, or a 6% wage increase, and is retroactive to Sept. 1, 1958.

The who & what of tv program viewing

A. C. Nielsen Co. last week released a summary of a tv audience composition study, giving data on the number of viewers by age and sex (of adults). The figures are projected to millions of viewers, based upon the NTI National Audience Composition Report.

The summary follows:

Audience Composition by Program Type, Number of Viewers, Average per Minute (000,000) for November-December 1958*

Program Type	Duration	Viewing Homes	Viewing Individuals Total	Men	Women	Teens	Children
EVENING							
General Drama	30	8.6	20.6	6.8	8.4	2.3	3.1
General Drama	60	8.3	19.1	6.3	8.2	1.7	2.9
Suspense Drama	30	9.0	20.8	6.9	8.7	2.1	3.1
Situation Comedy	30	9.3	23.4	6.6	8.9	2.8	5.1
Western	30	10.5	26.2	8.4	9.4	3.2	5.2
Western	60	12.0	32.5	9.4	10.7	4.6	7.8
Adventure	30	7.6	19.0	5.9	6.8	2.3	4.0
Variety	30	7.1	17.8	5.5	7.3	2.1	2.9
Variety	60	8.4	21.1	6.5	8.7	2.3	3.6
Quiz & Aud. Partic.	30	8.3	19.9	6.6	8.5	1.8	3.0
Other Programs	30	5.8	14.4	4.6	5.9	1.4	2.5
All Eve.	30	8.5	20.3	6.5	7.9	2.2	3.7
All Eve.	60	9.4	23.6	7.6	9.4	2.4	4.2
ADULT WEEKDAY DAYTIME							
Adult Serial	15	3.1	5.3	.7	3.2	.3	1.1
Quiz & Aud. Partic.	15	2.2	3.5	.5	1.9	.3	.8
Other Adult	15	2.0	3.6	.5	1.7	.4	1.0
Other Adult	30	2.6	4.1	.8	2.5	.2	.6
CHILDREN'S DAYTIME							
Western	30	4.1	10.1	2.2	2.4	1.5	4.0
Other Programs	15	3.2	6.6	.5	1.1	.7	4.3
Other Programs	30	4.7	10.0	.7	1.4	1.3	6.6

—*Nov. 9-22, Dec. 7-20, 1958

14 more Emmys slated for May presentation

Emmy award categories have been raised from last year's 28 to a total of 42 for the 1958-59 competition, Harry Ackerman, president of the Academy of Television Arts & Sciences, announced last week. Awards will be on NBC-TV. Deadline for nominations presented May 6 from 10-11:30 p.m. in all categories is March 20.

Mr. Ackerman reported that the expanded list will allow everyone in the industry to compete in his appropriate field. He also pointed out that because this year's telecast is planned as an "entertainment" show, not all awards can be presented on the air. Each new category, he said, is self-explanatory, and the job of detailing each one during the show will be eliminated.

Earlier Mr. Ackerman had announced that future Emmy awards will be presented to the producers of the winning tv series. He explained this new procedure at a Feb. 18 membership meeting of the new Television Producers' Guild at the Beverly Hills (Calif.) Hotel.

In reporting that the ATAS board had decided that the producer of a winning series will receive the Emmy for that series, Mr. Ackerman said: "If he and his star wish to receive it together, that is up to them. But in any case the producer of the series will be so honored on the telecast and the producer will retain the Emmy so received."

TPG President Ben Brady told the meeting, at which more than 100 tv producers were present, that the organization's immediate tasks will be "to negotiate in the area of screen credits; to convince the industry that the function of a television producer is deserving of singular recognition; to champion in the eyes of the public our desire to better their tv menu, and to begin substantial research necessary to the offering of a realistic collective bargaining agreement."

Tv mis-deal claimed

Albert Zugsmith and Ashley Robison are suing Bob Hope and Continental Television Corp. for $1,185,000, charging breach of contract. The suit, filed in Los Angeles Superior Court by attorney Bernard Reich, states that in 1957 the plaintiffs and Arthur B. Hogan entered into an agreement with Mr. Hope to purchase WREX-TV Rockford, Ill. for $3 million (BROADCASTING, Aug. 26, June 17, 1957), but that subsequently Mr. Hope reneged and the deal did not go through. WREX-TV is

owned by Greater Rockford Tv (Bruce R. Gran, 32.6%).

Mr. Zugsmith has interests in KRKD-AM-FM Los Angeles, KOFY San Mateo, Calif., and KBMI Henderson, Nev. Mr. Hogan has interests in KOFY and KBMI.

Program notes

• Independent Television Corp. reports its sales contract moving *The Gale Storm Show* to ABC-TV was for three years at a price of $5 million. ITC purchased the property last October from Hal Roach Studios, for which ITC claims it paid $2 million. Contract with ABC-TV calls for episodes previously seen on CBS-TV to begin on a Monday-Friday schedule on ABC-TV April 13 (series also is part of ABC-TV's revamping of daytime schedule [CLOSED CIRCUIT, Feb. 23]). Next fall the series, which began on CBS-TV in September 1956, will begin on ABC-TV in a nighttime slot.

• The Rev. Patrick J. Sullivan, S.J., assistant executive secretary of the Catholic church's National Legion of Decency, believes there is a direct link between juvenile delinquency and the horror films on tv. He told a Feb. 22 Communion meeting in Philadelphia that U.S. Roman Catholic bishops are launching a campaign against the "cult of violence, horror and suggestiveness in television and the movies." Father Sullivan said that the form the campaign will take would be announced soon.

• NBC-TV will be adding a new western film series next fall. Production is to begin around March 31 at Universal-International, Hollywood, on *Bonanza*, a portrayal of life in the Virginia City, Nev., vicinity at the turn of the century.

• Official Films Inc. has contracted with Sandy Howard Productions Inc. for distribution of 39 half-hour films of new series, *Police Station*. Series originally was videotaped by Howard Productions and is currently on KTLA (TV) Los Angeles. New series, based on actual crimes following action from time of arrest to solution of case, was to start production last Wednesday (Feb. 25).

• National Telefilm Assoc. Inc. has signed Alexander King for new tv series, *Alex in Wonderland*, hour-long program to be taped at NTA's Telestudios. *Alex*, which NTA will distribute nationally, will debut March 10 on WNTA-TV Newark. Mr. King is author, painter, illustrator and raconteur, and on his show will talk primarily about books, art and theatre.

• CBS Films Inc., N.Y., has sold the CBS Newsfilm daily service of national, international and sports news to WRVA-TV Richmond, Va.; WABI-TV Bangor, Me.; KETC (TV) St. Louis; KFBB-TV Great Falls, Mont., and WAGM-TV Presque Isle, Me.

Treading the tv boards • Selig J. Seligman, (l), ABC-TV vice president and a former member of the Paramount Pictures legal division, portrayed a city attorney Feb. 18 on the network's *Accused* series.

Mr. Seligman, also general manager of KABC-TV Los Angeles, appeared on the show to encounter first-hand the problems of the cast and other specialists. He and his KABC-TV program-production staff produce three 30-minute network shows, *Day in Court* (Mon.-Fri., 2-2:30 p.m.), *Accused* (Wednesday, 10-10:30 p.m.) and *Dr. I.Q.* (Monday, 9:30-10 p.m.). Mr. Seligman serves as executive producer of all the programs and on the court shows acts as legal advisor.

He was paid $155 for his stint, minimum AFTRA scale. Attorneys, doctors and accountants may appear on "court shows" without joining the union because of an AFTRA ruling which allows professional men to perform in their own capacity, although not on a regular basis. The network vice president admits that he has a "bit of ham" in him and enjoyed every minute on camera although he lost his case to commit an aged mother (seen above) to an insane asylum.

• NBC, in cooperation with the American Cancer Society and the Educational Television & Radio Center, is producing *Tactic*, a talent-laden series of six half-hour films designed to persuade the public to protect itself from the dread disease. Educational stations have been receiving the programs on tape from NBC since Feb. 10. When the run on educationals is completed (they have the right of rerun), *Tactic* kinescopes will be on free loan to NBC-TV affiliates or stations in areas not covered by NBC. After completion on NBC stations, the series will be available for other stations. At last count 63 NBC-TV stations had expressed interest.

The talent lineup includes comedian Steve Allen, director Alfred Hitchcock, actresses Celeste Holm and Ruth Hussey, song writers Hy Zaret and Lou Singer, and dancers Mata and Hari, among others.

• Giantview Television Network, Detroit, has opened New York office at 440 Fourth Ave. to offer its closed-circuit facilities to major advertisers and agencies. Telephone number: Murray Hill 6-9242. Richard L. Colten, former president of Business Music Inc. and Universal Broadcasting Service, closed-circuit organizations, is manager of new office.

• Yankee Network News Service celebrated its 25th anniversary on the *Yankee Camera* program yesterday (March 1). A special program on WNAC-TV Boston (5:30-6 p.m.) featured newsmen who have gathered news for the network.

• Singer Tommy Leonetti, currently in the news in connection with Senate Rackets Committee investigation of the juke box industry, was slated to be an added starter last night (March 1) in the *Steve Allen Show* over NBC-TV 8-9 p.m. EST. This contrasts with Mr. Leonetti's removal from the line-up of ABC-TV's *Dick Clark Show* of Feb. 22. ABC said the singer's appearance was "postponed with approval of his manager for programming reasons."

• Allied Record Distributing Co., Hollywood, Calif., announces that it proposes to enable artists to operate as independent record producers. The plan is similar to the movie industry's as it gives independent producers the advantages of a releasing organization. Artists may use Allied's pressing, sales and distribution facilities. Allied is at 1041 N. Las Palmas Ave., Hollywood 38. Telephone: Hollywood 9-5811.

• Desilu productions has produced a pilot for *Ernestine*, a new situation comedy series co-starring Marie Wilson and Charles Ruggles as daughter and father involved in operating a finance firm, and is currently negotiating with three prospective sponsors for the 1959-60 season. William Harmon produced the pilot, which was directed by Sidney Salkow.

FATES & FORTUNES

Advertisers

• WARREN SCHWED, director of public relations, Eureka Williams Corp. (vacuum cleaners), Bloomington, Ill., appointed director of advertising and public relations.

• M. P. YOUKER, formerly of Oronite Chemical Co., S.F., to Purex Corp., South Gate, Calif., as manager of international division.

• PHILIP E. DI BARTOLA, western regional sales manager of Lever Bros. Co. foods division, to new position of field sales manager.

Agencies

• ERWIN D. SWANN, for past year executive v.p. and general manager of L. H. Hartman Co., to Warwick & Legler, N.Y., April 7, as v.p. and member of accounts management committee.

• CHARLES J. ALLEN, formerly v.p. of McCann-Erickson, Chicago, appointed v.p., account supervisor and member of plans board of John W. Shaw Adv., that city.

• THOMAS J. CARNESE, EDWARD A. GREY, WILLIAM A. O. GROSS, WILLIAM E. HATCH, WALTER W. MCKEE, DAN RODGERS and ALLEN M. WHITLOCK, all v.p.'s of Grey Adv., N.Y., promoted to senior v.p.'s.

• MARTIN DEVINE, account supervisor of Chesebrough-Pond's (Pond's Angel Skin lotion and Seaforth toiletries), elected v.p. of Compton Adv., N.Y.

• WALLY SEIDLER, account executive and radio-tv director of Edward S. Kellogg Co., L.A., named executive v.p.

• HERBERT K. BUTZ and RICHARD S. HOLTZMAN, account executives of Clinton E. Frank, Chicago, elected v.p.'s.

• RICHARD T. O'REILLY, v.p., N.W. Ayer & Son, appointed manager of agency's Detroit office, succeeding JOHN W. GARBERSON, resigned.

• DON LAWTON resigns as v.p. and director of Botsford, Constantine & Gardner Inc., Portland, Ore., effective April 1. Mr. Lawton plans to form his own advertising firm.

• WALLACE H. LANCTON, formerly v.p. in charge of sales, Telestar Films Inc., N.Y., to Product Services Inc., that city, as account media supervisor.

• AARON BECKWITH, program sales manager, ABC-TV, to BBDO, N.Y., as tv account supervisor. His principal responsibilities will be Lever Bros. and Bristol-Myers accounts.

• PAUL SCHLESINGER, account executive on Procter & Gamble's new Mr. Clean detergent at Tatham-Laird, Chicago, appointed product contact supervisor for U. S. and Canada.

• JAY RUSSELL, formerly advertising manager of Chock Full O'Nuts, to Grey Adv., N.Y., as account executive on Chock Full O' Nuts account.

• JACKSON O. WELLS, formerly with Chrysler Corp. and *Los Angeles Times*, to Boylhart, Lovett & Dean Inc., L.A., as account executive.

• T. R. SNYDER, formerly account executive of Ellington & Co., and GERRY GERMAIN, former account executive of Kenyon & Baker, to Benton & Bowles, N.Y., in similar capacities.

• CHARLES M. WHITE, formerly of Kenyon & Eckhardt's Washington office, to Doyle Dane Bernbach, N.Y., as account executive on Cole of California, American Export Lines and Buxton accounts.

• NICHOLAS A. ROSSANO, assistant secretary of Hazeltine & Perkins Drug Co., Grand Rapids, Mich., to Clinton E. Frank, Chicago, as account executive.

• KENNETH MASON, formerly with Earle Ludgin & Co. as v.p., creative director and special assistant to chairman of board, to Kenyon & Eckhardt as creative director of Los Angeles office.

• CHARLES H. NEWTON, 43, in charge of tv advertising for General Electric Co. at BBDO, N.Y., died Feb. 22 at his home in Armonk, N.Y., following prolonged illness.

• MARGARET HARVEY, formerly director of advertising-publicity of Daniels & Fisher store, Denver, to Mark Schreiber Adv., that city, as director of merchandising and retail sales division.

Radio-television loses three of its pioneers

Mr. Louis

• JOHN J. LOUIS, 63, majority owner of John J. Louis stations (KVAR [TV], KTAR, both Phoenix, KYUM Yuma and KYCA Prescott, all Arizona) died Feb. 19 in Palm Springs, Calif., following apparent stroke. Mr. Louis retired year ago as associate of Needham, Louis & Brorby Inc., Chicago agency which he co-founded in 1929. In radio he was responsible for development of *Fibber McGee & Molly*, and *The Great Gildersleeve*, and in tv, *Robert Montgomery Presents, Life With Father* and others. He was also advertising consultant to Pure Oil Co., Chicago, and director of S.C. Johnston & Co., Racine, Wis. He is survived by his wife and three sons.

Mr. Burbach

• GEORGE M. BURBACH, 75, retired general manager of KSD-AM-TV St. Louis, died Feb. 21, in Palm Beach, Fla. Mr. Burbach retired Jan. 1, 1958, after 44 years with *St. Louis Post-Dispatch* and its radio-tv stations. He became general manager of KSD in 1933, continuing as advertising manager of newspaper. In 1941 he relinquished his advertising duties to devote full time to KSD and became general manager of KSD-TV in 1947. Mr. Burbach was instrumental in eliminating "middle commercials" from news programs and brought KSD national attention by his campaign against "plug-uglies," name applied to offensive commercials.

Mr. Lounsberry

• I.R. (IKE) LOUNSBERRY, 60, formerly president, general manager and part owner of WGR-AM-FM-TV Buffalo, N.Y., died Feb. 24 of pneumonia in West Palm Beach, Fla. Mr. Lounsberry was previously executive v.p. and general manager of Buffalo Broadcasting Corp. (WGR, WKBW, WKEN, WMAK, latter two discontinued) before forming WGR Broadcasting Corp. in 1946 with Leo J. Fitzpatrick. He was director of NAB; member, board of directors, MBS, and on CBS' Affiliates Advisory Board. He is survived by his wife, Mabel, and son, Fred, in radio-tv department of Campbell-Ewald Co., Detroit.

• WALTER KASHEN, media buyer of Ogilvy, Benson & Mather, N.Y., past seven years, appointed administrative manager of media department.

• CHARLES R. PATTON, formerly chairman of Safeway central merchandising committee, to Guild, Bascom & Bonfigli, S.F., as merchandising director.

• FRANK SCHNELLER to Bachman, Kelly & Trautman Inc., Pittsburgh advertising and public relations agency.

• HOWARD HELLER, formerly media director of McCann-Erickson, Chicago, to tv programming department at J. Walter Thompson Co., that city.

• JANET GALLAUDET, formerly in Detroit office of Campbell-Ewald Co.; FRANKLIN MOORE, previously in advertising department of Gimbel Bros.; JACK FUIKS, of J. Walter Thompson's New York office, and CAROL OELBAUM, formerly of Benton & Bowles, to copy department of Sullivan, Stauffer, Colwell & Bayles, N.Y.

• EVELYN DUNN, formerly customer relations manager, Avis Rent-a-Car, to Kenyon & Eckhardt, Boston, as copywriter.

Networks

• JOHN W. HUNDLEY, manager of client relations for operations department of CBS-TV, given increased responsibilities in charge of videotape sales.

• GABE PRESSMAN, NBC, elected president of Radio - Newsreel - Television Working Press Assn. Other officers: HERB SCHWARTZ, CBS first v.p.; JULIAN ANTHONY, ABC, second v.p., and LARRY RACIES, CBS, chairman of board.

• WALTER BRENNAN, star of ABC-TV's *Real McCoys* and veteran actor of stage and screen, feted by Hollywood Chamber of Commerce at luncheon honoring his 35th anniversary as performer.

• ROBERT S. FINKEL, NBC contract producer, assigned to produce and direct network's *Dinah Shore Chevy Show*, beginning with March 8 program. He succeeds WILLIAM ASHER, who is producing pilot for *June*, situation comedy.

• JOHN HUDSON, stage, screen and tv actor, signed to star in *The Black Cat*, NBC-TV filmed series about San Francisco newspaper columnist. Mr. Hudson will play part of Frank Slattery, reporter who writes anonymous column under by-line, "The Black Cat." It will be his first continuing tv series.

• IRVING R. LEVINE, NBC News' Moscow correspondent since July, 1955, and JOSEPH MICHAELS, Mediterranean correspondent since last summer, to trade assignments about March 15.

Stations

• ARTHUR M. DORFNER, with ABC since 1949, named business manager of network's WABC-TV New York, replacing DONALD A. PELS, who has left for extended tour of Europe and Asia.

• JOHN FERGIE, chief engineer WRLP (TV) Brattleboro, Vt.-Greenfield, Mass.-Keene, N.H., promoted to station manager and assistant to v.p. for engineering. RALPH JAY named acting chief engineer. LEE WHEELER named acting assistant chief engineer.

Mr. Link

• JACK LINK, formerly program director of KING - AM - FM Seattle, Wash., appointed general manager of KIDO Boise, Idaho. Mr. Link was previously with KCID, Caldwell, Idaho, and KIDO-TV.

• RUSSELL W. HILLIS, formerly with Knoxville (Tenn.) Chamber of Commerce, named national sales manager of WATE-AM-TV, that city. CARL V. TIBBETTS, tv production manager, promoted to promotion and merchandising director of WATE-AM-TV. PIERCE T. HARRAH, sales service representative of WATE-TV, promoted to production supervisor.

• JOHN J. SHEPARD, with Stevens-Wismer stations past seven years, named general manager of group's WLAV Grand Rapids, Mich. ARTHUR AYMEN, formerly station manager of WBSE Hillsdale, replaces Mr. Shepard as sales manager of WHLS Port Huron, both Michigan. LEE G. STEVENS named administrative assistant to John F. Wismer.

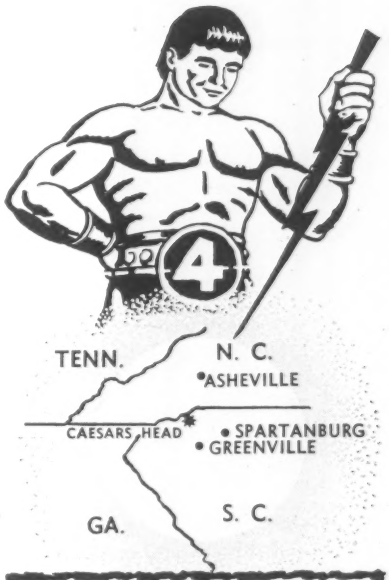
• JAMES F. BROWN resigns as general sales manager of KOSI Denver, effective March 7. Mr. Brown will remain in radio and is negotiating for several properties.

• CLAUDE F. WHITE, formerly station manager of WAUC Wauchula, Fla., to WJMA Orange, Va., as station-commercial manager.

• CHARLES CHRISTIANSON, formerly commercial manager of KRUX Phoenix and KAFP Petaluma, Calif., appointed station manager of KBIS Bakersfield, Calif.

• BOB MCKUNE, formerly station manager of KRGI Grand Island, Neb., to

THE ONLY ONE THAT GIVES YOU ALL THREE



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KSAL Salina, Kan., in similar capacity.

• VERNON STEDRY, formerly owner of KBMX Coalinga, Calif., to KRGI Grand Island, Neb., as station manager. VIRG PIERCY JR. joins KRGI as news director.

• HERBERT A. GOLOMBECK, formerly station manager of WAKY Louisville, Ky., to KOWH Omaha, Neb., in similar capacity.

Mr. Wood

• ALVIN WOOD, formerly general manager of KBRX O'Neill, Neb., appointed commercial manager of KATZ St. Louis, Mo.

• JACK FOX, formerly with WJIM-TV Lansing, Mich., named local sales manager of WNBC (TV) New Britain, Conn. ROBERT A. GRUSKEY and GEORGE BRONSON join WNBC sales staff. GEORGE WUCHERT and LADD KUDLACH join WKNB radio sales staff.

• MRS. KITTY BROMAN, director of women's services, Springfield Tv Broadcasting Corp. (WWLP [TV] Springfield, WWOR-TV Worcester, both Massachusetts, and WRLP [TV] Brattleboro, Vt. - Greenfield, Mass. - Keene, N.H.), named tv director of New England chapter of American Women in Radio & Tv. She succeeds AGNES GIBBS, WCSH-TV Portland, Me.

• BARBARA WILKINS, publicity manager, WNTA-AM-FM-TV Newark, named director of sales promotion.

• H. TAYLOR (BUD) VADEN, formerly sales promotion manager of WCAU-TV Philadelphia, to WJZ-TV Baltimore as sales promotion-advertising manager.

• WADE ST. CLAIR, with WBT Charlotte, N.C., past four years, named program director. DOUG BELL, formerly assistant program manager, named production supervisor. TOM ASHCRAFT, on sales staff, named regional sales manager.

• DELBERT BARRY appointed film director of KVKM-TV Monahans, Tex. MRS. B. MCKENIZIE, formerly account executive of KFST Fort Stockton, Tex., and C. V. (SPEC) HAMM join KVKM-TV sales staff.

• THOMAS F. MCNULTY, formerly president of Maryland Pharmaceutical Co., appointed assistant to president of WWIN Baltimore.

• GEORGE SINGER, formerly program director of McLendon stations, named director of operations-productions of KYA-AM-FM San Francisco, Bartell Family station. JIM SPARROW promoted from assistant program director to director of operations-programming.

• WILLIAM H. HAUSMAN, formerly producer-director-announcer of WKJG-AM-TV Fort Wayne, to WGL, that city, as program director.

• HORACE FEYHL, night manager of WCAU-AM-FM Philadelphia, retires after 30 years with stations.

• BOB MCNAMARA, formerly director of client services, H-R Representatives, N.Y., to RKO Teleradio Pictures Inc. as national sales coordinator, concentrating on RKO stations.

• RICHARD RIDGEWAY, assistant sales service manager of NBC o&o station, KRCA (TV) Los Angeles, promoted to sales service manager, replacing NOYES SCOTT, resigned to join The Katz Agency, station representaive, as salesman.

• DAVE HILDEBRAND, formerly merchandising manager of KIKK Bakersfield, Calif., to KAFY, that city, in similar capacity.

• PATRICK J. CALLIHAN promoted from production manager to production-facilities manager of WMSB (TV), sharetimer on ch. 10 Onondaga, Mich. Other WMSB appointments: JAMES D. DAVIS, manager of closed circuit tv; LEE FRISCHNECHT, production supervisor; LAWRENCE E. MCKUNE, DONALD A. PASH, CHARLES S. RUFFING and WILLIAM H. TOMLINSON, all program associates.

• HAL RAMSBOTTOM named associate farm director of KWFT Wichita Falls, Tex.

• AL ORTMANN, formerly chief engineer of KRGI Grand Island, Neb., to KCLO Leavenworth, Kan., in similar capacity.

• HARRY PERKINS, formerly news director of KRGI, Grand Island, Neb., to KSTT Davenport, Iowa, in similar capacity.

• BILL ENIS, formerly program director of KXOL Fort Worth, to KLIF Dallas in similar capacity.

• GENE CROCKETT, WOAI San Antonio air personality, named promotion manager. ALAN DALE joins WOAI as air personality.

• HENRY W. LIPPOLD JR., formerly on news staff of WMT-AM-TV Cedar Rapids, Iowa, appointed supervisor of news, WILL-TV Champaign-Urbana, and instructor at parent U. of Illinois. He succeeds MARLOWE FROKE, resigned to join Pennsylvania State U.

• LEWIS LYMAN JAMES, 67, formerly radio producer and 17-year employe of WGN-AM-TV Chicago, died Feb. 19 at Passavant Hospital, Chicago. He formerly was in charge of musical production for WGN's *Chicago Theatre of the Air* series.

• MIKE BARRA named continuity director-producer of WSMN Nashua, N.H.

• DICK RONCKA, formerly salesman of KOIL Omaha, Neb., to KMTV (TV), that city, as account executive. MARILYN BLUM to KMTV as promotion assistant.

• EARL KRAMER, formerly publicity director of WISN-AM-TV Milwaukee, to WITI-TV, that city, as account executive.

• JOE ADAMS, formerly of KATZ St. Louis, to KWK, that city, as account executive.

• JOEL SAMUELSOHN, merchandising manager for Housewives' Protective League, appointed account executive of WCAU-AM-FM Philadelphia. CHARLES HEISER succeeds Mr. Samuelsohn.

• ROUEN WESTCOTT, formerly California Transit Advertising, and PAT MARRINAN, executive producer at KHJ-TV Los Angeles, to sales staff of KHJ-TV. DON PATTON, station director, has succeeded Mr. Marrinan as executive producer.

• EARL H. WHITELEY, formerly announcer-account executive of KOME Tulsa, to KOTV (TV), that city, on sales staff.

• JACK CAESAR, formerly of Hume Smith & Mickelberry Adv., Miami, to WCKT (TV), that city, on sales staff.

• HERB HOLLISTER retires as newscaster from KBOL Boulder, Colo., after 12 years and 3,744 broadcasts in same slot, Mon.-Sat. at 8 a.m.

• DAN SORKIN, formerly air personality of WCFL Chicago, to WNBQ (TV), that city, for new conversation-and-variety colorcast series (Sat., 12:05-1:05 a.m.) titled *After Hours.*

• DICK STEWART, formerly of KGO-TV San Francisco and KTTV (TV) Los Angeles, named permanent host of *The KPIX Dance Party* over KPIX (TV) San Francisco.

• WILLIAM WINTER, formerly newscaster on KPIX (TV) and presently on KGO-AM-FM, both San Francisco, begins twice-weekly news, commentary and interview show on KGO-TV on March 8.

• PAT HILLINGS, formerly member of Congress from 25th district of California, to KMPC Los Angeles as news analyst.

• JOHN DEMPSEY, associate professor of political science at U. of Detroit, named news analyst of WJBK-TV Detroit.

• YVONNE SMITH ERWAY, 33, professional singer, air personality and wife of Guy S. Erway, owner-president of WAYE Baltimore, died Feb. 17 after long illness.

• ROY J. HILL to WJMR New Orleans as air personality.

• BILL SHEIL, formerly sports director of WREX-TV Rockford, Ill., to WITI-TV Milwaukee as announcer.

• CARL MCINTIRE, air personality of KSD St. Louis, to KLAC Los Angeles in similar capacity.

• CARLTON PERKINS, formerly of WHCT (TV) Hartford, Conn., to WDRC-AM-FM, that city, as parttime transmitter engineer.

• HOMER A. EVANS to WOWO Ft. Wayne, Ind., as transmitter engineer.

• BILL JAY, formerly of KENT Shreveport, La., to KNUZ Houston news staff.

• BOB ELLIOTT to KUDL Kansas City as air personality.

Representatives

• AUSTEN G. SMITHERS, formerly with John Blair & Co., to AM Radio Sales, N.Y., as sales account executive on East Coast.

• ANDREW MURPHY, formerly of WNHC-TV New Haven, to New York tv sales staff of Branham Co. as account executive. Other additions to Branham's New York staff are JOHN BLESSINGTON, formerly of NBC-TV, and EDWARD KEADY, previously of WECT Wilmington, N.C., as account executives. PETER CHILDS, previously account executive in Branham's San Francisco office, named manager of that office.

Programming

Mr. Brown

• KENYON BROWN, board chairman of Radio Advertising Bureau and owner of station interests (KCOP-TV Los Angeles, KFOX Long Beach, KIMO Kansas City), elected to board of directors of Guild Films Co., N.Y. Guild distributes KCOP-TV's videotape programs, *Peoples' Court*.

• WILLIAM COLEMAN HUTCHINGS, 66, formerly executive v.p. of World Broadcasting System and v.p. of United Film & Recording Co., Chicago, died Feb. 23 in Chicago. Mr. Hutchings started his career with recording division of Brunswick-Balke-Collender as advertising manager.

• CY KAPLAN, formerly eastern director of national sales, National Telefilm Assoc., N.Y., named general sales manager, Bernard L. Schubert Inc., N.Y.

• CY KERTMAN, formerly with Capitol Records, named promotion manager for Warner Bros. Records in southern California. FRAN HOWELL, formerly merchandising director of A.C. Vroman Inc., Pasadena, Calif., named branch manager for Los Angeles market. PHIL LAGREE, formerly with Capitol, named field representative.

• ART GILMORE installed as president of American Federation of Television & Radio Artists' Hollywood branch. Other new officers: TYLER MCVEY, first v.p.; GENE LANHAM, second v.p.; FRED HANSEN, third v.p.; JACK MOYLES, fourth v.p.; ALICE BACKES, recording secretary, and STANLEY FARRAR, treasurer.

• HAROLD SCHUSTER, director of *Lineup* for past five years, signed by Mark VII Ltd. to direct at least eight of 15 remaining episodes of *The D.A.'s Man* this season.

• SID SIEGEL, musician, composer, arranger, conductor, appointed musical director at Fred A. Niles Productions, Chicago film firm.

• RICHARD LONG, tv and motion picture actor, has been signed to contract by Warner Bros., which indicated that he would star in one of new tv series projected by Warner for broadcasting next fall.

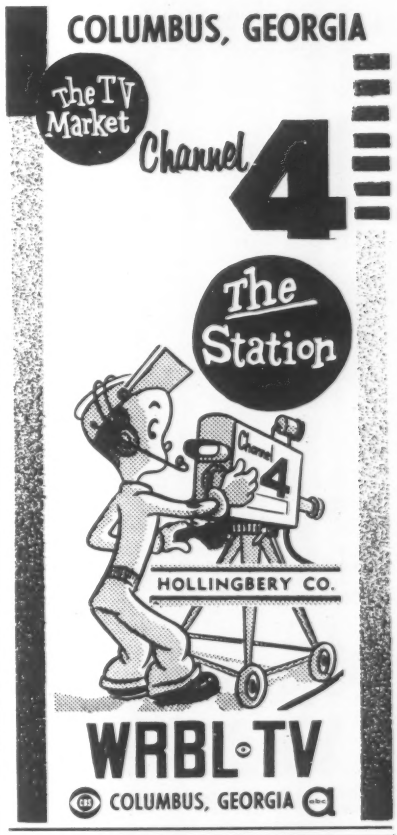
• BOB WARREN, announcer on NBC-TV's *This Is Your Life*, will star in *What Are the Odds?*, new tv series being prepared by Herts-Lion Production Official Films.

• PAUL HELLER, member of New York U. faculty, instructing in design for tv and motion pictures, to staff of Klueger Film Productions Inc., N.Y., as staff art director.

• HENRY OTTO, formerly associate of Brent Gunts Productions, Baltimore, has formed his own tv-radio program packaging firm, Henry Otto Enterprises, that city. Address: 3720 Rexmire Rd., Baltimore 18; telephone: Hopkins 7-5289.

• PATSY CLINE signed to appear on *Don Owens TV Jamboree*, seen over WTTG (TV) Washington, D.C.

• HELEN PARRISH, 35, formerly women's editor of *Panorama Pacific*, weekday morning program on Columbia Tv Pacific Network, died from cancer Feb.



SPORTS AVAILABILITY FROM BROADCAST NEWS BUREAU!

Bob Wolff's BASEBALL PREVIEW

Bob is broadcaster for the Washington Senators. He has also broadcast the All-Star Game, the World Series, Pro Football Championship, Stanley Cup Playoffs, and NIT Basketball Tournament.

- *18 exclusive reports, one low package price*
- *Under three minutes for separate sale or to highlight regular series*
- *Every team in the majors covered in camp, with player and manager capsule interviews*
- *Delivered daily without "beep" direct from Florida or Arizona, via Washington relay to cut phone cost*
- *Monday through Friday starting March 16, ending April 8, day before opening game*

FOR FREE AUDITION, PHONE ME 8-6388 IN WASHINGTON

DURING WEEKDAY "AUDITION HOUR", 1:30 TO 2:30 PM . . . Other BNB national news features may be taped on same call

BROADCAST NEWS BUREAU
605 14th Street, N.W.
Washington 5, D.C.

22 in Hollywood after nearly year's illness. Miss Parrish was wife of John Guedel, producer of Art Linkletter and Groucho Marx shows.

Equipment & Engineering

• H. ROWAN GAITHER JR., formerly president and chairman of board of trustees, Ford Foundation, elected director of Hewlett-Packard Co., Palo Alto, Calif.

• KENNETH L. KING, formerly of Norden Div. of United Aircraft Corp., Stamford, Conn., appointed executive v.p. of Skiatron Electronics & Television Corp., N.Y.

• MELVIN L. DOELZ elected v.p., of western division of Collins Radio Co., Cedar Rapids, Iowa. ROBERT C. MULLALEY named assistant secretary and will continue as assistant director of Texas division.

• H. KENNETH ISHLER named manager of engineering and production, Lansdale Tube Co., division of Philco Corp., Phila. Other Lansdale appointments: RAYMOND M. COTTER, manager of operations; A. ERNEST LYLE, technical administrator and administrative assistant; RICHARD S. MANDELKORN, director of planning; JOHN M. PALMER, manager of semi-conductor operations; GEORGE W. PRATT, manager of tube operations; OTTO G. HONZL, manager of quality control; STUART L. PARSONS, director of equipment development; CLARENCE G. THORNTON, director of semi-conductor development, and ROBERT F. LAKE, manager of industrial engineering.

• CHARLES W. MARTEL, with Raytheon Mfg. Co., Waltham, Mass., since 1936, named advertising and sales promotion manager of its semiconductor division.

• RICHARD C. BROWNE, 51, general sales manager of Todd Co., division of Burroughs Corp., Rochester, N.Y., died Feb. 15 in Rochester following short illness.

• JOHN F. REPKO, for past three years counsel for General Electric's measurements and industrial products division, Lynn, Mass., appointed counsel for electronic components division, Owensboro, Ky.

• JOSEPH J. GUIDREY, previously controller, Sylvania lighting products, division of Sylvania Electric Products, named manager of data processing center, Sylvania.

• CHARLES A. BENENSON, with DuMont since 1957, and MICHAEL V. SULLIVAN, with DuMont since last June, named to new posts of assistant manager, systems lab, and assistant manager, reconnaissance lab, respectively.

• JOHN F. SPANGLER appointed manager of government contract sales-consumer products for Philco Corp., Phila.

• VICTOR C. HOUK, formerly administrator, market planning and microwaves, RCA, named manager, market planning, industrial tube products department, RCA electron tube division.

Allied Fields

Mr. Stone

• MARTIN STONE, president and 50% owner of VIP Radio Inc. (WVIP Mt. Kisco, WWES-AM-FM New Rochelle, WSKN Saugerties and purchaser of WKIT Mineola [pending FCC approval], all New York), named v.p. in charge of radio-tv and director of Plymouth Rock Publications Inc. Plymouth, 50% owner of VIP Radio, is owned by John H. Whitney, U.S. ambassador to Great Britain. Plymouth owns *New York Herald Tribune* and *Parade*, Sunday supplement. John H. Whitney Co. owns Corinthian stations (KOTV [TV] Tulsa, Okla.; WISH-AM-TV Indianapolis, WANE-AM-TV Ft. Wayne, both Indiana; KGUL-TV Houston, Tex.)

• WARREN A. KRAETZER, director of New York U.'s office of radio-tv, to National Educational Television & Radio Center, Ann Arbor, Mich., as v.p. of development, effective April 1.

• CHARLES J. MCINTYRE, formerly chief of instructional procedures and evaluation branch, Office of Armed Forces Information & Education, Dept. of Defense, named coordinator of instructional tv at U. of Illinois.

Mr. Williams

• EDWIN MOSS WILLIAMS, formerly v.p. of United Features Syndicate, appointed director of Freedom of Information center at U. of Missouri. Mr. Williams is son of founder and dean of University's school of journalism, Walter Williams.

• DICK REINAUER, formerly of Foote, Cone & Belding, Chicago, appointed director of radio, tv and motion picture public relations, American Medical Assn., Chicago.

• MRS. THEODORE O. WEDEL, wife of canon of Protestant Episcopal National Cathedral, Washington, D.C., elected chairman of broadcasting and film commission, National Council of Churches. Three vice-chairman elected were DR. ROBERT W. SPIKE, N.Y., PAUL SLATER, account executive of Doherty, Clifford, Steers & Shenfield, N.Y., and WALTER EMERY, East Lansing, Mich. ELLA HARLLEE, Washington, D. C., was elected secretary.

International

• MENGIE SHULMAN, manager of VOCM St. John's, Nfld., for past 12 years, to general sales manager of CKRM Regina, Sask.

• WILLIAM STOVIN, manager for past 19 years of CJBQ Belleville, Ont., to manager of CKOM Saskatoon, Sask.

• R. S. JAMES to assistant supervisor of radio drama of Canadian Broadcasting Corp., Toronto, Ont., and MICHAEL SADLIER to special consultant for CBC tv drama production.

• DICK LENNIE to national sales supervisor and T. ACTON KILBY to marketing director of CKWX Vancouver, B.C.

• DICK RING to director of research and sales promotion, and BOB IRVINE to radio time salesman of Radio Representatives Ltd., Toronto, Ont.

• GARY MCLAREN, news staff member of CKCO-TV Kitchener, Ont., named news director.

• RICHARD SCOTT, newscaster of CKEY Toronto, Ont., to CKY Winnipeg, Man., in similar capacity.

HEAD HUNTERS!

LANG ELECTRONICS is pleased to make available to professional users a service whereby they can economically extend the useful life of recording and playback tape recorder head assemblies.

Our pampered and happy clients include: Decca Records, ABC, NBC, WOR, Vanguard Records, Coastal Recording, Capitol Records, Olmsted Sound Studios, Elektra Records and many others.

All heads are subject to our inspection to determine desirability of reconditioning. Heads reconditioned by us can be expected to have a useful life equal to or greater than that prior to reconditioning.

We guarantee that all heads accepted by us for reconditioning, when tested, will equal or exceed standard specifications with respect to frequency response and level for the particular make and model.

Price Schedule

AMPEX stereo head assembly $95.00
AMPEX half-track head assembly 90.00
AMPEX full-track assembly 70.00

LANG ELECTRONICS

507 Fifth Avenue, New York City.....MUrray Hill 2-7147

EQUIPMENT & ENGINEERING

'58 RCA SALES LEVEL WITH '57

Report shows spurt in fourth-quarter

RCA's annual report to stockholders last week disclosed that a spurt in fourth-quarter sales boosted the 1958 sales volume to $1,176,094,000 approximating the $1,176,277,000 level attained in 1957.

Profits before federal taxes dipped to $60,442,000 from $77,049,000 in 1957 and profits after taxes fell to $30,942,000 from $38,549,000 in 1957. Earnings per share of common stock amounted to $2.01 in 1958 and $2.55 in 1957.

RCA noted that fourth-quarter sales surpassed those of the 1957 final quarter—$341,341,000 as against $322,610,000. Earnings in the 1958 quarter were 9% above those for the comparable 1957 period. The 1958 fourth-quarter upswing was attributed to "general improvement in the national economy, a higher volume of government business and the introduction of new products and services."

Tv Beat '57 Record • The report said that in 1958 NBC "moved forward in gross billings, audience coverage, public service and new electronic techniques." It added that in television, NBC "bettered its 1957 record by 11.3%, representing the largest dollar-volume gain of all three networks."

In the report, RCA took cognizance of the value of videotape in achieving "national schedule uniformity" and in "promoting greater production flexibility and economy."

Increased public acceptance of color television was cited by the report. The trend to color was cited in this manner by RCA:

"It is encouraging to note that since the first of the year, RCA distributors throughout the country have reported much greater interest in color television on the part of the dealers, who have been stimulated by customer inquiries and interest in demonstrations."

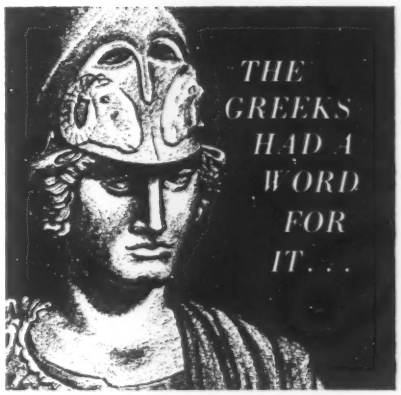
Five-channel unit meets cue problems

Commercial spots, station ID's, sound effects, musical bridges, laugh tracks, standby announcements, ready to come in on instant cue without delay or wow —to provide these is the function of a five-channel selective program repeater built by MacKenzie Electronics Inc., Inglewood, Calif., and distributed through Westrex Corp.

The unit with its design based on the use of endless-loop, quarter-inch magnetic tape magazines, holds five such magazines on hinged trays, has five separate playback heads so that the tapes may be played singly or in combination and is complete with power supply. Its size is the standard 8¾ by 19 in. relay rack mounting; its weight is under 40 lbs.; its price $1,250.

"The most important feature of this machine is its instantaneous stop-start operation, which is achieved by engaging the tape loop with a continuous rotating capstan by a high-speed solenoid," its developer, Louis G. MacKenzie, president and engineering head of the

Easy Balance • Last summer, Berea, Ohio, inventor Howard Dearborn joined forces with KYW-TV Cleveland photographer Ralph Mayher to perfect the camera stabilizer used here by Mr. Mayher in a speedboat. The device eliminates camera jiggle even on motorcycles, roller coasters and automobiles. As a result, the finished film duplicates the feeling of the original motion more accurately, the stabilizer absorbing the shocks as it is held on the shoulders and arms. The frame of two parallel aluminum tubes can be lengthened or widened for better balance. Mr. Mayher uses the stabilizer for difficult shots such as shooting through narrow passages and obstructions and close-ups of animals through the bars at the zoo. The Dearborn Stabilizer also features cable release attachment and titler. It is going into commercial production at $48.



MINERVA

ΣΟΦΙΑ

Wisdom

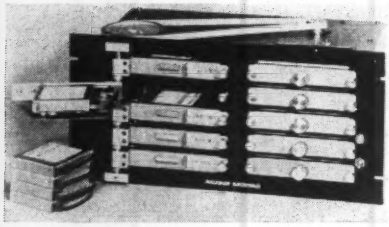
MINERVA (Gr.—Pallas Athena) was thought by the Greeks to have had no mamma—supposedly she sprang, full grown and in full armor, from the brow of her father, Zeus (which strikes *us* as a likely story!). She may have given her father a terrific headache, but to the Greeks this goddess embodied Wisdom and Reason.

We like to think that a lot of agency time-buyers and WCKY advertisers have the same Minerva-like qualities of Wisdom and Reason, because after they have applied the logic of Reason to the buying of Radio time in Cincinnati, they exercise Wisdom in selecting WCKY to carry their advertising.
And the reasons are ample:

1. Adult listening audience
2. 50,000 Watts of Selling Power, covering ALL of the Cincinnati trading area.
3. Modern music, news and service, 24 hours a day.
4. Air salesmen who S E L L your product.
5. Listener loyalty built over 30 years of broadcasting.

. . . . . You can be a Minerva, too! Let Tom Welstead in WCKY's New York office or AM Radio Sales in Chicago and the West Coast, show you the REASON and the WISDOM in buying WCKY.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio



One machine equals five men

manufacturing company, stated in a paper presented Feb. 17 at the sixth annual convention of the Audio Engineering Society in Los Angeles.

"This system permits the instantaneous starting and stopping of individual tape loops," Mr. MacKenzie said. "Tests show that a tape loop recorded with a steady tone can be started and stopped so quickly that the human ear will not detect any transient."

A single magazine will hold up to 200 ft. of tape, he said, which means it can include over five minutes of program material recorded at 7½ inches per second or 10 minutes at 3¾ inches per second. With the selective program repeater, one man can replace five in the control room of an am station at station break time, it was noted.

Ham tv station given first demonstration

What apparently is the first road demonstration of a "package" amateur television station in action was held in Denver Feb. 18, according to Gene O'Fallon & Sons, Denver distributors for the Electron Corp. division of Ling Electronics Inc., manufacturers of the package ham tv equipment.

Gene O'Fallon Sr., head of the Denver distributing firm, and former owner of KTVR (TV) Denver, said Denver ham operators were the first to see the package tv system outside the factory at Dallas. The Ling equipment includes the Ling-Mitter ham tv transmitter and Ling Spectator camera. Hams use uhf converters on regular tv sets to receive tv signals. Mr. O'Fallon said factory tests indicate excellent picture reception up to 18 miles.

FCC spokesman said last week that amateurs have been telecasting for 10 years but so far as they know no one up to now has produced a package tv station for ham use. Of the four bands in the spectrum assigned to amateurs, only 420-450 mc is used for tv in addition to voice, code and facsimile transmissions. Voice, code and facsimile also are transmitted on ham bands 220-225, 144-148 and 50-54 mc. Audio for ham tv usually is transmitted on one of the non-tv ham bands.

'Compatible' systems mushrooming in stereo

The Bell Labs system of "compatible" stereophonic radio was scheduled to make its network debut last week. The national audition followed closely on introduction of two other compatible stereo systems on the West Coast. All three aim to equalize the fidelity of the binaural signal between two-speaker or two-receiver reception and single-speaker tuning.

Bell Labs demonstrated its new "compatible" method in New York last week prior to its broadcast introduction on the *Perry Como Show* Saturday (Feb. 28). (The last half of the 8-9 p.m. [EST] program was set for stereo.)

Developer F.K. Becker explained that the Bell system works by cross-connecting circuits between the microphone pickups and their corresponding radio or tv transmitters through two delay lines. Single-channel listeners hear sound picked up by one microphone followed 10 thousandths of a second later by sound from the other microphone. The delay is unnoticed, according to Bell tests.

Meanwhile, the stereo listener is not aware that sound from one receiver is being duplicated on the other 10 thousandths of a second later. Because of a psycho-acoustic phenomenon called "precedence effect," the sound seems to come only from the source which produces it first.

Earlier, KMLA (FM) Los Angeles had demonstrated at the Los Angeles Hi-Fi Music Show a compatible stereo system developed by Calbest Electronics Co. (BROADCASTING, Feb. 23).

Meanwhile, on Sunday, Feb. 22, two Los Angeles fm stations, KCBH (FM) and KFMU (FM), presented the air debut of still another compatible stereo system called "Phantodyne." Developed by Richard W. Burden, Phantodyne was described as "literally bringing the right channel into the left and the left into the right for monophonic (single channel) listeners. These right and left 'phantom channels' are electronically opposite in phase and cancel each other completely when the listener tunes the program stereophonically (both channels at once). Thus the stereo listener notices no difference from the regular stereo broadcasts he is used to."

A.A. Crawford, president of KCBH, said that the Phantodyne system is a basic part of the Stereoplex system of multiplex stereo broadcasting developed by William S. Halstead for stereophonic broadcasting by an fm station's main channel in conjunction with a subchannel signal. The Phantodyne equipment will soon be available, he said, at a cost of about $400 to install at an fm station.

• Technical topics

• RCA has shipped a uhf pylon antenna to WCHU (TV) Champaign, Ill.; used superturnstile antenna to KNME-TV Albuquerque, N.M. and used 5-kw transmitter to WBDG-TV Cheboygan, Mich.

• Zenith Radio Corp. has reported an all-time high in sales and earnings and a new record for tv receiver shipments in 1958. A preliminary report showed a 22% increase in consolidated sales and a 48% boost in profits over the previous year. Last year's sales were $195,041,624 as against $160,018,978 and earnings were $12,116,165 ($12.30 per share) compared with $8,165,577 ($8.29 per share). In the face of a downward industry curve in tv receiver production and shipments, Zenith shipped 15% more than in 1957.

• American Leamore Co., Evansville, Ind., is distributing Jiff-E-Sign, a series of 99 magnetic letters for use as signs on tv. The three-dimensional letters, plastic with inset magnets for sticking to metal surfaces, may be obtained in either a two- or five-inch size. Details are available from American Leamore, Grein Bldg., Evansville.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

World-wide vtr firm to serve U.S. outlets

The formation of Intercontinental Television, S.A. Vaduz, Liechtenstein, to service U.S. television organizations that may require videotaped programming from Europe and other parts of the world, has been announced by Theodore R. Racoosin, board chairman.

Mr. Racoosin announced that David A. Lown has resigned as director of the TeleSales Dept., NBC, to join the new company as president and chief operational head. Mr. Racoosin will continue with other business interests, which are said to include banking and finance in various parts of the world and real estate and insurance in the U.S.

Mr. Lown said that Intercontinental, equipped with mobile tv and videotape recording equipment, will make it possible for U.S. tv producers and networks "to roam Europe and the world for new and exciting program material." He reported that among the company's initial assignments this spring are to videotape NBC-TV's *Today* show for two weeks during its origination in Europe and tape episodes of a one-hour series, *Holiday*.

The operational headquarters for International will be in Geneva and other offices will be opened in Paris and Rome, according to Mr. Lown. Sales offices will be located in New York and Hollywood.

Mr. Lown said that it already has a basic production and technical crew of ten Americans and seven other staffers will be recruited from the tv industries of Europe. All personnel, he added, have had "extensive network television broadcasting and network videotape recording experience."

Reds want space tv

Radio Moscow has announced that Soviet scientists propose to use space satellites to provide global television. The radio broadcast said that Russian scientists were thinking about putting up a 215,000-mile-high communications satellite whose orbit would correspond to the daily revolution of the earth. This would fix the satellite over one portion of the earth constantly. Three such "stationary" satellites could blanket the earth, the broadcast said.

Similar proposals have been advanced by U.S. astronautic scientists for over two years (BROADCASTING, Feb. 9).

RFE offers trips

Four broadcast station officials will be awarded trips to inspect Radio Free Europe's facilities in West Germany and Lisbon in a competition arranged by NAB. Awards will be given for best promotional efforts on behalf of the Crusade for Freedom's Truth Broadcast Program. The program gives every American a chance to broadcast his own message to captive people in Communist-controlled countries. Six European trips and other prizes will be awarded writers of 25-word messages on the subject, "As an American I support Radio Free Europe because. . . ." Fact sheets on the broadcast promotion contest have been sent to stations.

Canadians on carpet

For the first time in Canadian broadcasting history, seven radio stations have been called to appear before the Board of Broadcast Governors in Ottawa on March 18 to show cause why their licenses should be renewed. Until now licenses have been automatically renewed.

The seven stations, whose licenses expire March 31, are CKEY and CHUM Toronto, CKOY Ottawa, CKWS Kingston, CFPA Port Arthur, all Ontario, CKRN Rouyn, Que., and CKNW New Westminster, B.C.

They are being called on the grounds that their programming is almost exclusively news and recorded music.

AB-PT in Australia

American Broadcasting - Paramount Theatres Inc. has bought a minority interest in The News Limited of Australia, principal owner of station NWS-TV Adelaide, it was announced jointly last Thursday (Feb. 26) by Leonard H. Goldenson, AB-PT president, and K.R. Murdoch of the Australian firm. The News Limited is the parent company for several subsidiaries in the newspaper-magazine publishing and radio-tv broadcasting fields. NWS-TV, licensed last October, is expected to go on the air in late 1959.

Commenting on the purchase, Mr. Goldenson said, "This association means more than just a financial gain for us; it also means we can look to Mr. Murdoch and his associates for creative ideas in our varied fields, just as he can look to AB-PT and its companies for ideas adaptable to his Australian organizations."

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
IDAHO'S MOST POWER-FULL VOICE
KGEM
BOISE, IDAHO
10,000 WATT
Intermountain Network Affiliate
IS FIRST* in this RICH MARKET
Latch on to Bigger Sales
Ask Your Avery-Knodel Man
*Pulse 1958
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

Promotion arsenal • The U.S. Army rolled in troops and guns to the three-acre parking lot of KTTV (TV) Los Angeles for a joint observance of "Citizen Soldier Week," proclaimed last month by Los Angeles city and county authorities. More than 35,000 Californians came out in bad weather to see the four-day display of armed might, promoting KTTV's filmed *Citizen Soldier* series.

KTTV televised tours and originated regular shows from the big lot in downtown Hollywood at Sunset Blvd. and Van Ness Ave. The Army provided Ajax, Hercules and Corporal missiles for the display along with new weapons and gear, tanks, bands, drill teams and a strolling "Soldier of Tomorrow" modeling the last word in full combat regalia. Uniformed military experts were on hand to answer queries at the exhibit, which was open day and night during Citizen Soldier Week.

National and local Army brass appeared around the city, at the exhibit and on television for the promotion. Ron Alcorn, producer of the *Citizen Soldier* series, coordinated the promotion with KTTV and the Army. Similar plans are under consideration for other cities showing the series throughout the country.

Tv texts best sellers

Textbooks for tv classes are giving the book business a big boost.

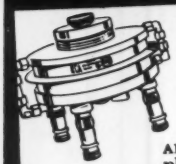
Approximately 150,000 of "The Sunrise Semester Library," containing seven volumes (approximately $4.50 for the set) covering course matter presented on CBS-TV's *Sunrise Semester,* have been sold, according to publisher Dell Books, New York. Sets went on sale the end of January for the current *Sunrise Semester.*

NBC-TV reports that the textbook for its second semester course on *Continental Classroom* sold more than 13,000 copies ($2 per copy) in its first week of publication. The figure was released by Rinehart & Co., publisher of *Atomic Age Physics,* which is now in its third printing.

Pugs and politics

WBAL Baltimore listeners were treated to slugfests in two arenas—the prize ring and the mayorality race. Incumbent Thomas D'Alesandro, a colorful campaigner in the political ring, sponsored the Bethea-Lester heavyweight fight from Baltimore's Coliseum. The mayoralty bout features Mr. D'Alesandro vs. J. Harold Grady contending for the Democratic nomination.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON RCA 6806

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

Still bringing in booty

Robin Hood, onetime British bandit, is doing good deeds for WRCV-TV Philadelphia. A coloring contest designed to arouse juvenile interest in the 5 to 5:30 p.m. program, *Adventures of Sherwood Forest,* drew entries from 28,700 children competing for Robin Hood toys. The station estimates this effort as 76,100 hours of child labor. The contest was promoted on the air and in supermarkets where the entry blanks were available. WRCV-TV has printed a picture history of the contest in a brochure, complete with attached samples of the youngsters' art, which it is sending to its promotion list.

Ice Capers from WHEN

Downtown Syracuse Days, a merchants' promotion, was boosted by WHEN-AM-TV Syracuse, N.Y., with a nine-ton igloo, a dog sled team, pony wagon rides and a walking snowman.

The ice-house, which was visited by about 25,000 in four days, was constructed at a busy downtown intersection with nine tons of ice. WHEN broadcast there three afternoons.

Merchants were kept informed of the stations' efforts with such stunts as a glass of punch cooled with ice from the Mendenhall Glacier, Alaska. The ice was sent to WHEN-AM-TV from KINY-AM-TV Juneau.

Pigs in the parlor

WMT-TV Cedar Rapids, Iowa, turned its studios into a judging ring for prime porkers. Farmers postponed their Saturday chores to tune in and place, grade and estimate fatback thickness on various classes of hog. The two top winners in the successful contest were distaff farmers with a 13-year-old boy taking third prize. Remote judging was validated by the winning score of 276 out of 300 points, "well above live-judging standards," according to Bill Alford, the station's farm editor.

Sentimental station

KYA San Francisco, by turning the entire month of February into a special promotion, has boosted its weekly mail count over 5,000. Proclaiming, "KYA is having an affair of the heart with the Bay Area," the station set aside each day of the month for a different group (Secretaries' Day, Grandparents' Day, Public Servants' Day, etc.). Each listener segments on its day came in for prizes ranging from appliances to vacation trips. Advertising people got Valentine chocolates. All through KYA Heart Month, a heartbeat sound effect accompanied daily prize drawings on the air.

The lions' share

Lions, African and mountain, are proving roaring successes in station promotions. A young one imported by Larry Johnson and Jerry Linger, disc jockeys for WDXB Chattanooga, has been a social lion at record hops, sponsor promotions and similar functions. WDXB's lion is slated to be retired to the city zoo when he has "outgrown his usefulness" as the first step in the station's plan to contribute an animal a year to the zoo.

WTAE (TV) Pittsburgh's Paul Shannon has a mountain lion doing frequent guest shots on his program, *Six O'Clock Adventure*. Jackson, the lion, assists Mr. Shannon with Cocoa-Marsh commercials ("makes you strong as a lion").

KFWB calls in Univac

KFWB Los Angeles has engaged PAIR (productive and integrative research), Beverly Hills, Calif., to analyze and interpret responses from more than 25,000 persons to a questionnaire about listening habits conducted by KFWB at the last Los Angeles county fair. Work on this sample, which PAIR's president, Dr. Max Sheanin, said was of a size unprecedented in radio research, will be done in conjunction with Univac.

'Party Line' is busy

A platter-chatter show, on WACE Springfield, Mass., seeking listener response on current topics learned the state's executive mansion was tuned in. The topic about which listeners called in their opinions to Brad Davis' *Party Line* was the proposed 3% sales tax in Massachusetts. As listeners railed against the tax, the governor requested a chance to answer his critics. Ralph Robinson, WACE's general manager, was glad to give the governor "equal time" on the same show.

Who's listening?

Using a do-it-yourself (right now) technique of market research, disc jockeys have been finding who their listeners are.

Bob Perry of WCKR Miami, Fla., polled listeners and got his favorite reply from a housewife doing the family laundry. She had her transistor radio pinned to the clothes line outside.

Tom Elkins of KSTT Davenport, Iowa, wondered over the air one Sunday night why anyone would be listening to radio instead of looking at tv. Among some 150 listeners who telephoned during the three-hour broadcast: children doing homework, teachers marking papers, an overweight family doing exercises, people baking cakes, young men packing for the Army and tv viewers whose sets were out of order.

Novel programming

Tom McCarthy, air personality with WNOP Newport, Ky., is reading *'A' Day*, an unpublished novel he wrote in 1946, on his show at 7:30 each morning. It takes about 10 minutes in the 2½-hour program for the author to read each morning's chapter.

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

• Drumbeats

• WABC New York promoters parked the station's mobile unit outside Toots Shor's restaurant to show the Merchandising Executives Club meeting inside "How Local Radio Is Merchandising Today." Speakers Tom Mager, WABC merchandising manager, and Ross Mulholland, d.j., took the occasion to announce WABC plans to visit area markets and shopping centers where d.j.'s will showcase products at point-of-purchase via the new mobile unit.

• About 19,000 votes were cast in the WLWD (TV) Dayton, Ohio, Queen of Hearts beauty contest. For several weeks WLWD's weekly *Tv Teen Time* had invited girls to enter the contest and viewers to vote on them. The winner appeared on *Tv Teen Time* for three weeks as the host's assistant.

• WTCN-TV Minneapolis-St. Paul presented its longest broadcast with yesterday's (March 1) five-hour pickup of the 19th annual Minnesota State Catholic High School Basketball tourney. The Minnesota State Basketball Tournament March 19-21 also will be carried by WTCN-TV.

• D.j. Ernie Simon of WERE Cleveland on Friday the 13th of February set up an obstacle course in Cleveland Union Terminal for commuters. Crowds of

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WOVbug got 'em • One "WOVbug" short of 9,300 was all it took for Sam Vitt, media supervisor, Doherty, Clifford, Steers & Shenfield, N.Y., to win a trip to Rome, in the WOV New York "Save the WOVbug" contest. The contest was open to any employe of an advertising agency. Entrants collected the pictures of WOVbugs which appeared in trade magazine ads, WOV envelopes, letterheads, postmarks, calling cards and promotion matter. The contest closed Feb. 12. Chester Slaybaugh, timebuyer, Ted Bates & Co., won second prize of a West Indies cruise, with 7,518 WOVbugs. James Geffert, broadcasting buyer at Cunningham & Walsh, won a portable typewriter as third prize with a total of 6,388. Twenty-five other agency people were awarded prizes for their collections.

commuters accepted his offer to help them get rid of superstitious fears by breaking mirrors with a hammer, walking under a ladder and knocking over salt shakers.

• Anyone in the WDRC Hartford, Conn., area who is mentioned in a newscast gets a note saying, "You made news on WDRC." The station includes date and time of the newscast.

• The winner of a WFIN Findlay, Ohio, Valentine's Day contest was rewarded with a five-hour visit from station staffers complete with broadcasting equipment.

• WJR Detroit has mailed trick "snake eyes" dice to advertisers and agencies as part of its promotion to point out the station's policy of "no double or triple spotting."

• WKBZ Muskegon, Mich., is giving special attention to the community library, art gallery and museum. On the theory that the community's lesser-heralded agencies often are neglected, the station invited the institutions to take advantage of public-service time.

• Highlight of WGL Fort Wayne, Ind.'s 35th anniversary was the receipt of a congratulatory telegram from Pres. Eisenhower, the station reports. Other notables congratulating WGL included Vice President Nixon, the governor and senators of the state and industry officials. ABC shows also saluted the Fort Wayne outlet.

• Nearly 4,000 requests have been filled by WLOL Minneapolis-St. Paul for membership cards in its Moose Milkers of Minnesota club. The requests resulted from a chance remark broadcast by a WLOL d.j. that he was thinking of forming a club for Moose Milkers.

• More than 5,000 pieces of mail were received by KXOK St. Louis within 36 hours of offering miniature harmonicas in connection with a new Chipmunks record.

• An audience of more than 750 turned up at WKBZ Muskegon, Mich., in a snowstorm for a local talent show broadcast to aid the March of Dimes. The teenage talent in the 2½-hour show had appeared over the previous six weeks in d.j. Jack Hoppus' weekly *Campus Call*. WKBZ is continuing the talent hunt and extending it to include adults.

• Shell Oil Co., sponsor of 50 *Sky Watch* traffic reports on KSTP St. Paul-Minneapolis weekdays, is giving away balsa "Shell Helioplane" gliders to customers to promote the broadcasts. The radio plane goes up during morning and afternoon peak traffic hours to give listeners the reports.

• WGMS Washington has 50 listeners on the streets collecting contributions to the National Symphony in its annual sustaining fund drive. The station, undertaking its own volunteer recruitment program through public-service announcements, enlisted volunteers from all walks of life, including doctors, a clergyman and residents of areas not covered by the campaign in past years.

• KFI Los Angeles, in a coverage contest, heard from listeners in Madrid, Bogota, a ship in the Pacific, 49 states, D.C. and all Canadian provinces. The contest, advertised in the *Saturday Evening Post*, offered prizes to listeners who would identify key songs broadcast by KFI.

• WSAI Cincinnati bought time on other local radio stations to publicize a new personality. Teaser spots announced: "Doc Holliday is coming to town. From out of the West, a legendary character will be in Cincinnati very soon. Don't miss the fabulous Doc Holliday." Mr. Holliday moved from WSAI's sister station, KBUZ Phoenix, Ariz., to the Cincinnati staff.

• Florida boosters:

WCKR Miami is demonstrating the slogan, "South Florida Goes Places on WCKR" in remote pickups. Five broadcasts from the International Boat Show were sponsored by Boats Inc. of Miami. Other "go places" remotes are being originated daily from racetracks and night clubs.

WQAM Miami is boosting the Florida climate in weathercasts: "Miami's present temperature is 74 degrees. That's 59 degrees warmer than it is right now in New York City, or 49 degrees warmer than it is this morning in Chicago."

• A total 3,212 have registered at WTOP-TV Washington for *Classroom 9: Beginning Russian* (Mon., Wed., Fri., 6:30-7 a.m.). Nearly 80 are taking the course for college credit. George Washington U., which is conducting the classes, has received more than $52,000 in registration fees. WTOP-TV donates its time and facilities to the project.

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FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Feb. 19 through Feb. 25: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Helena, Mont.—Helena Tv Inc. vhf. ch. 10 (192-198 mc); ERP .466 kw vis., .233 kw aur.; ant. height above average terrain -114 ft., above ground 47.5 ft. Estimated construction cost $51,050, first year operating cost $48,000, revenue $50,000. P. O. address 428 N. Main St. Studio location Holter St., Helena. Trans. location Holter St., Helena. Geographic coordinates 46° 35′ 32″ N. Lat., 112° 03′ 04″ W. Long. Trans. Gates, ant. Gates. Legal counsel Smith & Pepper, Washington. Consulting engineer Archer S. Taylor. Principals include **Charles P. Crehan,** minority owner KCAP Helena, and **Bruce Hamilton,** minority owner KBTK Missoula, both Montana and 14 others. Helena Tv Inc. was granted cp for tv station in Feb. 1957, but cp was deleted Nov. 1957. Ann. Feb. 19.

Greensboro, N.C.—TriCities Bcstg. Corp. vhf. ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1102 ft., above ground 1055.5 ft. Estimated construction cost $1,249,000, first year operating cost $1,100,000, revenue $1,200,000. P.O. address Box 1588, Greensboro, N.C. Studio location Greensboro. Trans. location 4.8 miles north of Randleman, N.C. Geographic coordinates 35° 52′ 39″ N. Lat., 79° 47′ 09″ W. Long. Trans. GE, ant. GE. Legal counsel Spearman & Roberson. Consulting engineer Silliman, Moffett & Rohrer. Principals include **Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt** and **Ralph C. Price** (25% each). Messrs. MacLamroch and Price each own 25% WKIX-AM-FM Raleigh, N.C. Mr. Nutt is previous part owner KTOW Oklahoma City, Okla. Ann. Feb. 19.

Existing Tv Stations

ACTIONS BY FCC

WKDN-TV Camden, N.J.—Granted (1) extension of cp for six months, and (2) assignment of cp to The Young People's Church of the Air Inc.; consideration $40,000. Assignee president, Percy B. Crawford, owns WMUZ-FM Detroit. Chmn. Doerfer absent. Ann. Feb. 25.

CALL LETTERS ASSIGNED

WAST (TV) Albany, N.Y.—Van Curler Bcstg. Corp. Ch. 13.
WONE-TV Dayton, Ohio—Skyland Bcstg. Corp. Ch. 22. Changed from WIFE (TV).

Translators

Anderson Valley Tele., Inc. Boonville and Philo, Calif.,—Granted cp for new tv translator station on ch. 73 to translate programs of KCRA-TV (ch. 3), Sacramento. Ann. Feb. 25.

Needles Community Tele. Club, Inc. Needles, Calif.—Granted cp for new tv translator station on ch. 80 to translate programs of KTVK (TV) (ch. 3), Phoenix, Ariz. Ann. Feb. 25.

New Am Stations

ACTIONS BY FCC

Truckee, Calif.—Truckee Bcstg.—Granted 1400 kc, 250 w. P.O. address 127 Montgomery St., San Francisco, Calif. Estimated construction cost $25,700, first year operating cost $35,000, revenue $45,000. Owners are **Joseph W. Rupley** and **Robert Sherman** (each 50%). Mr. Rupley is regional director, **U. S. Bureau of Budget,** and financial editor for various newspapers. Mr. Sherman, associated with many phases of broadcasting over 20-year period, is engaged in development of new radio stations. Ann. Feb. 19.

Chicago Heights, Ill.—South Cook Bcstg. Inc.—Granted 1600 kc, 1 kw D. P.O. address % Anthony Santucci, 164 East 23rd St., Chicago Heights, Ill. Estimated construction cost $17,257, first year operating cost $35,000, revenue $45,000. Owners are **Gustav W. Hahn, Anthony Santucci, Anthony Di Carlo Jr., James Caperelli Jr., Anthony D'Amico** (19.9% each) and **Gabriel J. Aprati** (2.5%). Messrs. Hahn, D'Amico, Santucci and Caperelli are in radio and tv sales and service. Mr. Di Carlo is AT&T employe. Mr. Aprati is attorney. Ann. Feb. 25.

Ishpeming, Mich.—Tri-Cities Bcstrs. Inc.—Granted 970 kc, 5 kw D. P.O. address Box 577, Keeseville, N.Y. Estimated construction cost $28,914, first year operating cost $40,000, revenue $60,000. Owners are **Raymond G.** and **Joyce D. Blomquist** (50% each). Mr. and Mrs. Blomquist are in hotel management. Ann. Feb. 25.

Danville, Va.—Radio Danville Inc.—Granted 970 kc, 500 w D. P.O. address Box 190, Danville, Va. Estimated construction cost $12,500, first year operating cost $32,000, revenue $40,000. Owners are **Charles Moffett McCraw, Albert Earle Garrett Jr.** (each 42.85%) and **Geneva Payne McCraw** (14.30%). Charles McCraw has electronics interests; Geneva McCraw is legal secretary; Mr. Garrett is attorney. Ann. Feb. 25.

Gate City, Va.—Gate City Bcstg. Co.—Granted 1050 kc, 250 w D. P.O. address Box 277, Mountain City, Tenn. Estimated construction cost $16,022, first year operating cost $42,000, revenue $50,000. **W. V. Ramsey,** sole owner, owns chain of variety stores and is bank director. Ann. Feb. 25.

APPLICATIONS

Glenville, Ga.—Tattnall County Bcstg. Co. 1580 kc, 1 kw D. P.O. address Box 94. Estimated construction cost $9,129, first year operating cost $30,000, revenue $36,000. Equal partners are **Howard C. Gilreath,** owner WGUS North Augusta, S.C., and **Claude M. Kicklighter,** Army officer. Ann. Feb. 19.

Ocilla, Ga.—Ocilla Bcstg. System 1380 kc, 5 kw D. P.O. address Ocilla, Ga. Estimated construction cost $20,596, first year operating cost $32,000, revenue $48,000. Sole owner **Robert H. Thompson** is former owner WWNS Statesboro, WRHT Griffin and WSYL Sylvania, all Georgia. Ann. Feb. 19.

Laurel, Md.—Laurel Bcstg Co. 900 kc, 1 kw D. P.O. address 4308 Clearbrook Lane, Kensington, Md. Estimated construction cost $48,084, first year operating cost $75,000, revenue $85,000. Equal partners are **Milton Grant,** WTTG (TV) personality-program producer and **James R. Bonfils,** former WTTG general manager. Ann. Feb. 19.

Eugene, Ore.—Eugene Bcstrs. 1320 kc, 1 kw D. P.O. address % Robert Sherman, 127 Montgomery St., San Francisco. Estimated construction cost $28,218, first year operating cost $42,000, revenue $48,000. Applicants (25% each) are **William H. Crocker II,** currently PhD. student at U. of Wisconsin; **Mrs. John Redington,** wife of San Francisco stock broker; **Thomas J. Davis Jr.,** with broadcast interests in Billings, Mont. and Goleta, Calif., and **Robert Sherman** with broadcast interests in Santa Rosa, Truckee, Goleta and Redwood City, all California. Ann. Feb. 25.

Existing Am Stations

ACTIONS BY FCC

WFSC Franklin, N.C.—Granted increase of power from 500 w to 1 kw, continuing operation on 1050 kc, D; remote control permitted; engineering condition. Ann. Feb. 25.

WAGR Lumberton, N.C.—Granted change of facilities from 1480 kc, 1 kw, DA-2, U, to 580 kc, 500 w, D; remote control permitted; engineering condition. Ann. Feb. 19.

KTLQ Tahlequah, Okla.—Granted increase of power from 500 w to 1 kw, continuing operation on 1350 kc, D; remote control permitted. Ann. Feb. 25.

WDTV Christiansted, V.I.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct its am station (1190 kc, 500 w,

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U) will be dismissed, cp cancelled, and call letters deleted. Ann. Feb. 25.

APPLICATIONS

KOMY Watsonville, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. Feb. 25.

WTRC Elkhart, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. Feb. 19.

WDBC Escanaba, Mich.—Cp to increase daytime power from 1 kw to 10 kw, install new trans. and make changes in daytime DA system (680 kc) Ann. Feb. 25.

KSUM Fairmont, Minn.—Cp to increase daytime power from 1 kw to 5 kw, install new trans., make changes in daytime DA system (one additional tower) and change from DA-1 to DA-2. (1370 kc) Ann. Feb. 19.

KVCK Wolf Point, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc) Ann. Feb. 25.

KELK Elko, Nev.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc) Ann. Feb. 25.

WIRY Plattsburgh, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. Feb. 19.

KAJO Grants Pass, Ore.—Cp to increase power from 1 kw to 5 kw and install new trans. (1270 kc) Ann. Feb. 19.

KFLW Klamath Falls, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc) Ann. Feb. 20.

WFLI Lookout Mountain, Tenn.—Cp to increase daytime power from 10 kw to 25 kw, make changes in DA system and install new trans. for daytime use. (1070 kc) Ann. Feb. 19.

KAYE Puyallup, Wash.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1450 kc) Ann. Feb. 19.

KTHE Thermopolis, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc) Ann. Feb. 24.

CALL LETTERS ASSIGNED

WLBI Denham Springs, La.—Avoyelles Bcstg. Corp. 1220 kc.

KOTE Fergus Falls, Minn.—Northland Bcstg. Corp. 1250 kc. Changed from KGDE.

WKES Newport, N.H.—Kenneth E. Shaw. 1010 kc.

KMGM Albuquerque, N.M.—T. I. Moseley. 730 kc.

WOMP Bellaire, Ohio—Ohio Valley Bcstg. Corp. 1290 kc. Changed from WTRX.

WOKE Charleston, S.C.—Charleston Bcstg. Co. 1340 kc. Changed from WHAN.

KEZU Rapid City, S.D.—Black Hills Radio Inc. 920 kc

WATO Oak Ridge, Tenn.—WOKE Inc. 1290 kc. Changed from WOKE.

KEXX San Antonio, Tex.—Leal Bcstg. Co. Changed from KARS.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Feb. 25

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,293	45	118	621
FM	543	44	141	65
TV	448[1]	69	103	111

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 25

	VHF	UHF	TOTAL
Commercial	437	80	517[2]
Non-Commercial	31	8	39[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Jan. 31, 1959

	AM	FM	TV
Licensed (all on air)	3,289	543	441[1]
CPs on air (new stations)	45	38	75[2]
CPs not on the air (new stations)	113	128	106
Total authorized stations	3,447	709	668
Applications for new stations (not in hearing)	484	45	40
Applications for new stations (in hearing)	122	26	65
Total applications for new stations	606	71	105
Applications for major changes (not in hearing)	498	34	41
Applications for major changes (in hearing)	47	0	17
Total applications for major changes	545	34	58
Licenses deleted	2	1	1
CPs deleted	0	0	0

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

New Fm Stations

ACTIONS BY FCC

Huntsville, Ala.—James A. Hornbuckle—Granted 99.1 mc, 3.2 kw. P.O. address 512 Forrest Circle. Estimated construction cost $11,720, first year operating cost $12,500, revenue $15,000. Applicant sells hi-fi gear and phonograph records. Ann. Feb. 25.

San Diego, Calif.—Leonard Graysen—Granted 97.3 mc, 29.5 kw. P.O. address Suite 1007, 6399 Wilshire Blvd., San Diego. Estimated construction cost $23,200, first year operating cost $51,000, revenue $57,600. Mr. Graysen, sole owner, is in real estate development and construction. Ann. Feb. 19.

Baltimore, Md.—Baltimore Bcstg. Corp. Granted 106.5 mc, 17 kw. P.O. address North & Harford Aves. Estimated construction cost $2,350. Applicant is also licensee of WCBM Baltimore. Ann. Feb. 19.

Havre de Grace, Md.—Chesapeake Bcstg. Corp. Granted 103.7 mc, 38 kw. P.O. address Box 97. Estimated construction cost $9,250, first year operating cost $5,000. Applicant plans to duplicate programs of WASA Havre de Grace, of which it is licensee. Ann. Feb. 25.

Detroit, Mich.—Radio Station WCHB of Bell Broadcasting Co. Granted 105.9 mc, 34 kw. P.O. address 32790 Henry Ruff Rd., Wayne, Mich. Estimated construction cost $22,790, first year operating cost $30,000, revenue $30,000. Applicant owns WCHB Inkster, Mich. Ann. Feb. 25.

Omaha, Neb.—Delta Bcstg. System Inc. Granted 96.1 mc, 3.4 kw. P.O. address 13273 Ventura Blvd., North Hollywood, Calif. Estimated construction cost $12,920, first year operating cost $15,589, revenue $20,813. Owners are NBC engineers **Dale F. Applegate, Edward Pontes and Harold V. Flood**, each 31.25%, and **Richard H. Burton**, attorney, 6.25%. Ann. Feb. 19.

Omaha, Neb.—Jack L. Katz Enterprises Granted 94.3 mc, 1 kw. P.O. address 924 City National Bank Bldg. Estimated construction cost $9,978, first year operating cost $12,120, revenue $14,140. Mr. Katz, 90% owner is salesman at KMTV Omaha. Other partners (5% each) are **Donald L. Stern**, attorney, and **Bill L. Dunbar**, Motorola employe. Ann. Feb. 19.

Marshall, Tex.—Harrison County Bcstg. Co. Granted 97.3 mc, 5.9 kw. P.O. address Box 791. Estimated construction cost $8,698, first year operating cost $1,200, revenue $6,500. Applicant is licensee of KMHT Marshall. Ann. Feb. 19.

Spokane, Wash.—Northern Pacific Radio Corp. Granted 99.9 mc, 2 kw P.O. address West 315 Sprague Ave. Estimated construction cost $8,500, first year operating cost $2,500, revenue $5,000. Applicant is licensee of KXLY-AM-TV Spokane. Ann. Feb. 25.

Milwaukee, Wis.—Cream City Bcstg. Co. Granted 95.7 mc, 29 kw. P.O. address 2625 W. Wisconsin Ave. Estimated construction cost $34,000, first year operating cost $12,000, revenue $15,000. Applicant is licensee of WMIL Milwaukee. Ann. Feb. 19.

APPLICATION

Portland, Ore.—Christian Bcstg. Co. 95.5 mc, 7.64 kw P.O. address Box 305, Forest Grove, Ore. Estimated construction cost $7,250, first year operating cost $36,000, revenue $48,000. Equal partners are **F. Demcy Mylar**, Baptist minister and 50% partner in KRWC Forest Grove, Ore. and **Robert M. Kines**, physician. Ann. Feb. 19.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Existing Fm Stations

ACTIONS BY FCC

WTFM (FM) Babylon, N.Y.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Feb. 25.

WLIN (FM) Merrill, Wis.—Granted application to change station location to Wausau and facilities to operation on 95.5 mc; ERP 20.5 kw; ant. 1,010 ft. (has 100.7 mc; 9.35 kw; 260 ft.). Ann. Feb. 19.

CALL LETTERS ASSIGNED

*KFJC (FM) Mountain View, Calif.—Foothill Junior College District. 88.5 mc.

WCCC-FM Hartford, Conn. — Greater Hartford Bcstg. Inc. 106.9 mc.

WNWC (FM) Arlington Heights, Ill.—John D. Morgan. 92.7 mc.

WSBC-FM Chicago, Ill.—WSBC Bcstg. Co.

KFAB-FM Omaha, Neb.—KFAB Bcstg. Co. 99.9 mc.

WOMP-FM Bellaire, Ohio—Ohio Valley Bcstg. Corp. 100.5 mc. Changed from WTRX-FM.

WIFE (FM) Dayton, Ohio—Skyland Bcstg.

Corp. Changed from WONE-FM.
WBAY-FM Green Bay, Wis.—Norbertine Fathers. 101.1 mc.

Ownership Changes

ACTIONS BY FCC

KHBM Monticello, Ark.—Granted assignment of license from James Randolph Baker to Edward Keith Baker, consideration $60,000. Ann. Feb. 25.

WICC-AM-TV Bridgeport, Conn.—Granted transfer of control from Philip Merryman and Manning Slater to Connecticut-New York Bcstrs. Inc. (K. M. Cooper, president); consideration $1,228,400 for 80% interest plus $275,000 not to compete for a period of 10 years within radius of 50 miles. Ann. Feb. 25.

WHXY Bogalusa, La.—Granted assignment of license to J. A. Oswald; consideration $37,500 plus agreement to pay stockholders Charles W. Holt $80 a month and Francis T. Zachary $20 a month for 25 months as consultants. Ann. Feb. 25.

KSTL St. Louis, Mo.—Granted (1) renewal of license and (2) transfer of control through sale of 10% interest by Franklin C. Salisbury to licensee for $15,000, thereby increasing the percentage of ownership of Edward E. Haverstick, Jr., majority stockholder, to 51.86%. Ann. Feb. 25.

WBAC Cleveland, Tenn.—Granted (1) renewal of license and (2) transfer of control from Susan M. Fitch, executrix of estate of Thad H. Fitch, deceased, and Walter T. Kile to Charles B. Britt and James Ayers; consideration $5,000 plus agreements for assumption of liabilities not to exceed $120,000 and transferors not to engage in radio business for 5 years within 50 miles radius. Transferees own WJBS, DeLand, Fla., and Britt is 90% owner of WIRY Plattsburg, N.Y. Ann. Feb. 25.

KTXJ Jasper, Tex.—Granted assignment of license from Joe H. Tonahill and Joe J. Fisher to J.C. Howard, William Glen Dodson and Frank J. Carpentier d/b as Jasper Bcstg. Service; consideration $60,000 for license and lease of land and equipment, for a period of five years, with option to purchase during that time for $60.000. Ann. Feb. 25.

WCFV Clifton Forge, Va.—Granted assignment of license to James R. Reese, Jr., who has 80% interest in WCBG, Chambersburg, Pa.; consideration $45,000. Ann. Feb. 25.

APPLICATIONS

KAIR Tucson, Ariz.—Seeks transfer of control of **Joe Dumond Radio Enterprises Inc.** from **Joe Dumond** to **Andrew J. Griffith Jr.** and **Jerome K. McCauley,** (50% each). Mr. McCauley has been account executive at WMGM and WINS New York. Mr. Griffith is in insurance and real estate. Consideration $175,000. Ann. Feb. 10. (Corrected item.)

KWG-AM-FM Stockton, Calif.—Seeks transfer of control of **KWG Bcstg. Co.** from **Frank A. Axelson** and **O.R. Reichenbach** to **Hale Bondurant** for $48,000 and assumption of KWG debts. Mr. Bondurant is former part owner KFBI Wichita, Kan. Ann. Feb. 25.

WIIN Atlanta, Ga.—Seeks transfer of control of **WIIN Inc.** from **Emil J. Arnold,** present owner to **Arthur Long** (43%), **Sylvia Gold Cohen** (28%), **Philip D. Denton** (19%) and **Dorothy R. Biesecker** (10%) for $5,000 and assumption of $145,000 indebtedness of corporation. Mr. Denton owns Atlanta advertising agency. Other applicants have no broadcast connected interests. Ann. Feb. 24.

WGSR Millen, Ga.—Seeks assignment of license from **Jenkins Bcstg. System** to **Jenkins Bcstg. System Inc.** Applicant seeks change to corporate form of business and assignment of one-third interest from present owner **W. Herbert Brannen Sr.,** to **Jack V. LoPresti,** WGSR chief engineer for $2,000. Ann. Feb. 20.

KXGI Fort Madison, Iowa.—Seeks transfer of control of **KXGI Inc.** from **Joseph E.** and **William D. McNaughton, J. Richard Sutter** and **John E. Armel** to **Richard D.** and **Cecil H. Gillespie** for $90,000. Richard D. Gillespie (66%) is employe Perry Brown advertising agency and Cecil H. Gillespie (33%) is architect. Ann. Feb. 25.

KBTO El Dorado. Kan.—Seeks involuntary assignment of one-sixth interest in station from **W.B. Tedrick,** deceased, to **O.A. Tedrick,** as trustee, Mr. O.A. Tedrick is present one-sixth owner of station. Ann. Feb. 20.

WYFE New Orleans, La.—Seeks assignment of license from **Connie B. Gay** to **WYFE Inc.,** a corporation wholly owned by Mr. Gay, whose other broadcast interests include WFTC Kinston, S.C., WTCR Ashland, Ky. and KITE San Antonio, Tex. Ann. Feb. 25.

KUDI Great Falls, Mont.—Seeks transfer of control from **Walter N. Nelskog,** present 25% owner, to **Paul Crain** for $20,000. After transfer Mr. Crain will own 50% of station. Other owners are **D. Gene Williams** and **Delbert Bertholf** (25% each). Messrs. Nelskog and Crain also have interest in KQDY Minot, N.D. and KQTY Everett, Wash. Ann. Feb. 25.

WSOC-AM-FM-TV Charlotte, N.C.—Seeks transfer of control and assignment of licenses from **WSOC Bcstg. Co.** to **Carolina Bcstg. Co.** subsidiary of **Miami Valley Bcstg. Corp.** for $5,600,000. Miami Valley is licensee of WHIO-AM-FM-TV Dayton, Ohio. Carolina board chairman. **James M. Cox Jr.,** owns interests in WSB-AM-FM-TV Atlanta, Ga., WCKR, WCKT (TV) Miami. Fla. Ann. Feb. 19.

KQDY Minot, N.D.—Seeks assignment of license of **Dakota Bcstrs.** from **Walter N. Nelskog, Paul Crain, D. Gene Williams** and **Delbert Bertholf** to **Paul Crain, D. Gene Williams** and **Delbert Bertholf.** Present owners each have 25% interest. After transfer Mr. Crain will hold 50% interest. Consideration for Mr. Nelskog's interest, $12,000. Messrs. Nelskog and Crain also have interest in KUDI Great Falls, Mont. and KQTY Everett, Wash. Ann. Feb. 25.

WJSO Jonesboro, Tenn.—Seeks transfer of control of cp of **Mountain View Bcstg. Co.** from present owner **Roy E. Faircloth** to **Norman A. Thomas** for $7,000. **Mr. Thomas** is owner WDNT Dayton, Tenn. Ann. Feb. 20.

KSOX Raymondville, Tex.—Seeks assignment of license from **Hale Schaleben** and **Van N. Culpepper** to **Bob G. Hicks** and **J.W. Stewart** d/b **Radio Station KPSO Ltd.** Consideration $60.000. Messrs. Stewart and Hicks are owners KPSO Falfurrias. Tex. Ann. Feb. 25.

WSYR Franklin, Va.—Seeks transfer of control of **WSYR Inc.** through sale of 50% of stock from **Howard H. Keller** to **S.L. Goodman,** present 50% owner. Consideration $11,850. Ann. Feb. 20.

KQTY Everett, Wash.—Seeks assignment of license from **Snohomish County Bcstrs. (Walter N. Nelskog** and **Paul Crain)** to **Walter N. Nelskog.** Mr. Nelskog, present 58% owner is purchasing Mr. Crain's interest for $60,450. Partners are also involved in ownership of KQDY Minot, N.D. and KUDI Great Falls, Mont. Ann. Feb. 25.

Hearing Cases

FINAL DECISION

By order, on petition by applicant, Commission adopted and made effective immediately Jan. 20 Initial Decision granting application of M & M Bcstg. Co. to move trans. site of WMBV-TV (ch. 11), Marinette, Wis., from point about 14 miles southwest of Marinette to about 38 miles southwest of that city, increase ant. height from 780 to 960 ft., increase vis. ERP to 316 kw, etc. Comr. Bartley not participating; Comr. Cross abstained from voting. Ann. Feb. 25.

OTHER ACTIONS

By memorandum opinion and order, Commission acted on pleadings in Lafayette-Lake Charles, La., ch. 3 proceeding as follows: (1) denied petitions by Acadian Television Corp. for review and reversal of examiner's June 26 ruling permitting KTAG Associates (KTAG-TV) to amend their application to change trans. location and reduce ant. to 1049 ft., and affirmed examiner; (2) granted petition by Broadcast Bureau and enlarged issues to determine whether proposed operation of KTAG-TV would place principal city signal over entire community of Lake Charles in accordance with Sec. 3.685, and (3) granted KTAG-TV request for enlargement of issues to include question of waiver of that rule. Ann. Feb. 25.

By memorandum opinion and order, Commission denied petition by Musical Heights

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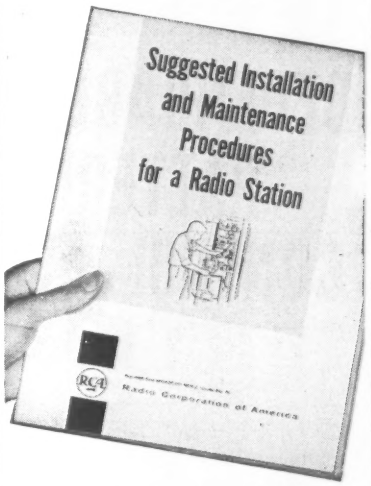

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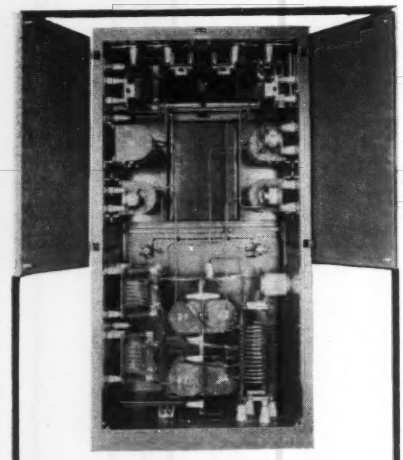

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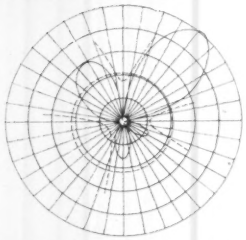

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Inc., for reconsideration of Nov. 19, 1958 grant of petition by Richard F. Lewis Jr. Inc. (WAYZ), Waynesboro, Pa., for enlargement of issues in proceeding on Musical Heights application for new am station to operate on 1370 kc, 500 w, DA, D, in Braddock Heights, Md. Comr. Cross dissented. Ann. Feb. 25.

By order, on petition for reconsideration by Radio Lemoore (applicant for new am station to operate on 1320 kc, 1 kw, D, in Lemoore, Calif.), Commisssion amended its Nov. 12, 1958 order which designated for hearing application of Radio KYNO, The Voice of Fresno, to increase daytime power KYNO Fresno, Calif., from 1 kw to 5 kw and to operate with non-DA during daytime hours, continuing operation on 1300 kc with 1 kw N, DA-2, to insert additional clause ordering that, should KYNO application be granted, it will be subject to such interference as may be caused by operation proposed by Radio Lemoore in its application. Ann. Feb. 25.

By report and order, Commission denied petition by WREC Bcstg. Service (WREC-TV, ch. 3), Memphis, Tenn., for change in offset carrier requirements for that channel from minus to even at Memphis, Tenn., and Louisville, Ky., and from even to minus at Harrisburg, Ill.; and terminated proceeding in Docket 12638. Ann. Feb. 19.

By memorandum opinion and order, Commission dismissed protest and petition for rehearing filed by Havens & Martin Inc. (WTVR [TV], ch. 6), Richmond, Va., directed against Dec. 23, 1958 grant of request by Petersburg Television Corp. for waiver of Sec. 3.652 (a) to permit it to identify WXEX-TV (ch. 8) with Richmond as well as Petersburg, Va. Comr. Bartley abstained from voting. Ann. Feb. 19.

Commission postponed oral arguments from March 5 to April 16 on protest proceeding on application of Pacific Bcstrs. Corp. for new tv station on ch. 39 in Bakersfield, Calif. Ann. Feb. 25.

Commission, on its own motion, extended time from Feb. 18 to Feb. 25 to file comments in rulemaking proceeding concerning changes in program sections of broadcast application forms. Ann. Feb. 19.

By memorandum opinion and order, Commission (1) granted protest and petition for reconsideration by Bakersfield Bcstg. Co. (KBAK-TV ch. 29), Bakersfield, Calif., to extent of postponing Dec. 30, 1958 grant of application of Kern County Bcstg. Co. for new tv station to operate on ch. 17 in Bakersfield, and designated application for oral argument on April 16; made protestant party to proceeding, and (2) denied Bakersfield's petition for reconsideration of denial of motion to stay and request to stay action. Ann. Feb. 25.

By memorandum opinion and order, Commission granted petition by Seattle, Portland and Spokane Radio (KXL), Portland, Ore., to extent of vacating Dec. 23, 1958 grant of cp to Seaside Bcstg. Co. for new am station to operate on 730 kc, 500 w, D, in Seaside, Ore., and designated application for hearing; made KXL party to proceeding; and deferred action on that part of KXL petition requesting immediate consideration and grant of its application to increase power from 10 kw to 50 kw, continuing operation on 750 kc, DA-1, change trans. and studio location and change DA system. Ann. Feb. 19.

Commission on Feb. 25 directed preparation of document looking toward denying petitions by North Dade Video Inc., and by Elzey Roberts filed in Miami, Fla., ch. 10 remand proceeding. Comr. Craven not participating.

Commission addressed following letter to Mr. Eliot C. Lovett, attorney for WORZ Inc.:

"This letter is written in response to your petition to participate and for other purposes filed Jan. 29, 1959, relative to the inquiry which the Commission is conducting on its own motion in the Orlando, Fla., ch. 9, proceeding (Docket Nos. 12618, et al.).

"The Commission invites you to submit as soon as possible any information you have pertaining to the subject of the inquiry. Upon receipt of your response, further consideration will be given to your request insofar as it contemplates a formal investigation before a hearing examiner.

"Copies of this letter are being sent to the other parties to the proceeding."

Fairview Bcstrs., Rensselaer, N.Y.—Designated for hearing application for new am station to operate on 1300 kc, 5 kw, DA-D in consolidated proceeding with application of Sanford L. Hirschberg and Gerald R. McGuire for new am station to operate on 1300 kc, 1 kw, during specified daytime hours, in Cohoes-Watervliet, N.Y.; new order supersedes July 30, 1958 hearing order with respect to issues only. Ann. Feb. 19.

Moyer Radio, Golden Gate Corp., Radio Rhode Island Inc., Providence, R.I.; Bristol County Bcstg. Co., Warren, R.I.—Designated for consolidated hearing applications for new am stations to operate on 990 kc—Moyer, Golden Gate and Radio Rhode Island with 50 kw, DA-D, and Bristol with 500 w, D. Ann. Feb. 19.

Farmville Bcstg. Co., Farmville, N.C.; WYSR Inc., Franklin, Va.—Designated for consolidated hearing application of Farmville for new am station to operate on 1250 kc, 500 w, D, and WYSR to increase power from 1 kw to 5 kw, continuing operation on 1250 kc, D; made WCDJ Edenton, and WCNC Elizabeth City, both North Carolina, parties to proceeding. Ann. Feb. 19.

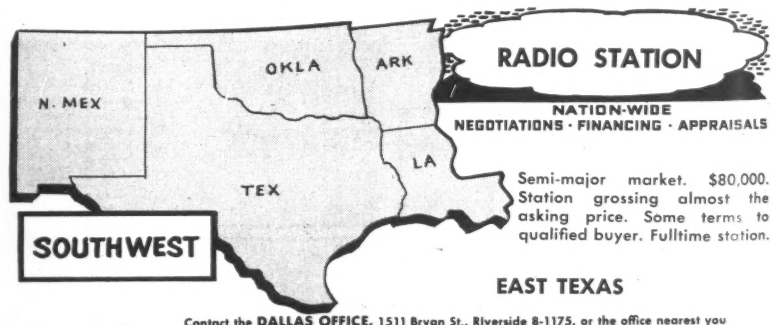
WRIK-TV (ch. 7) Ponce, P.R.—Is being advised that application to increase vis. ERP from 1.41 kw to 60 kw indicates necessity of hearing. Ann. Feb. 19.

Routine Roundup

By memorandum opinion and order, Commission amended Sec. 1.362 of its practice and procedure rules to permit applicant to waive his right under Sec. 309 (b) of Communications Act to be notified as to why his application indicates necessity of hearing. This change, which is intended to help applicants as well as Commission in expediting procedure, will become effective March 2.

Sec. 309 (b) is one of McFarland amendments to Act in 1952. Under its provisions, each such application is now required to be processed at least twice—once when 309 (b) letter of notification is prepared and again when reply is received. If, in meantime, conflicting application is received, notice procedure must be repeated, with possibility of added delay because of further complications. In some broadcast cases, more than year has elapsed between issuance of first notice and designation for hearing.

In most instances 309 (b) letter serves no useful purpose since applicant is aware of reasons why he faces hearing—competing applications, interference with existing stations, conflict with technical requirements, etc. If many broadcast applicants waived their rights to 309 (b) letter, actions would be speeded and Commission staff could give



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Announcement of requests for and grants of such waivers will be included in Commission's public notices.

Comr. Ford dissented.

By memorandum opinion and order, Commission denied petition for rulemaking filed by Sarkes Tarzian Inc. (WTTV [TV] ch. 4), Bloomington, Ind., to reassign that channel to Indianapolis. (On Feb. 11 Commission waived Sec. 3.652 [a] of rules to permit WTTV to identify itself as Indianapolis as well as Bloomington.) Ann. Feb. 19.

Commission invites comments by March 25 to notice of proposed rulemaking looking toward reserving ch. 13 (now commercial) for noncommercial educational use in Panama City, Fla., and changing classification of ch. 30 in that city from educational to commercial. Florida Educational Television Commission and Joint Council on Educational Television petitioned for these changes. Ann. Feb. 19.

By notice of proposed rulemaking, Commission invites comments by March 25 to conflicting proposals by (1) Joint Council on Educational Television to change classification of ch. 12 in Wilmington, Del., from commercial to educational, and (2) Neptune Bcstg. Corp. (WHTO-TV, ch. 46), Atlantic City, N.J., to delete ch. 12 from Wilmington and to assign it to Atlantic City or, in alternative, to Atlantic City-Wilmington. Ann. Feb. 19.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Feb. 20

WEEN Lafayette, Tenn.—Granted assignment of license to Lafayette Bcstg. Inc.

WJBS DeLand, Fla.—Granted assignment of license to WJBS Inc.

WTRF-TV Wheeling, W.Va.—Granted assignment of license to WTRF-TV Inc.

WCHU (TV) Champaign, Ill.—Granted assignment of cp to WCHU Inc.

WPAL Charleston, S.C.—Granted license covering installation of new type trans. at present main trans. site for aux. purposes only.

KSLV Monte Vista, Colo.—Granted license to use alternate main trans. as main trans.; and license to use present main trans. as aux. trans.

WPAL Charleston, S.C.—Granted mod. of license to change name to Speidel Bcstg. Corp. of Charleston.

KMOX-TV St. Louis, Mo.—Granted extension of completion date to April 15 (main trans. and ant.).

Actions of Feb. 19

WFEB Sylacauga, Ala.—Granted involuntary transfer of control from E. E. Forbes Sr., to Earnest E. Forbes Jr., Mallory and W. Kenneth Forbes, joint executors of estate of E. E. Forbes Sr., deceased.

WATH Athens, Ohio—Granted assignment of license to Radio Athens Inc.

WBMK West Point, Ga.—Granted assignment of license to Radio Valley Inc.

Granted licenses for following tv stations: KINY-TV Juneau, Alaska, ERP vis. 0.263 kw, aur. 0.132 kw, ant. 960 ft.; WTPA (TV) Harrisburg, Pa., ERP vis. 631 kw, aur. 324 kw, ant. 1020 ft.; WNOK-TV Columbia, S.C.; KVKM-TV Monahans, Tex.; KPAR-TV Sweetwater, Tex.; ERP vis. 145 kw, aur. 72.5 kw, ant. 580 ft.

WSIX-TV Nashville, Tenn.—Granted license covering changes in tv station (main trans. and ant.).

WHBF-TV Rock Island, Ill.—Granted license authorizing use of old main trans. as aux. trans. and ant. system as aux. ant.

WEEX-FM Easton, Pa.—Granted license covering change frequency, increase ERP, change ant. height, make changes in ant. system and installation of new type ant.

KTVB (TV) Boise, Idaho—Granted mod. of license to change name to KTVB Inc.

KMOS-TV Sedalia, Mo.—Granted mod. of license to change name to Cook Bcstg. Co.

WFBG-TV Altoona, Pa.—Granted cp to decrease ERP to vis. 224 kw, aur. 112 kw, ant. 1,110 ft.; and make changes in ant. system.

KFBC-TV Cheyenne, Wyo.—Granted cp to install aur. aux. trans. to be used with existing main vis. trans.

KDUO (FM) Riverside, Calif.—Granted mod. of cp to decrease ERP to 72 kw; ant. height to 1,630 ft.; change studio location, type ant. and make changes in ant. system (decrease height); remote control permitted.

KFMW (FM) San Bernardino, Calif.—Granted mod. of cp to increase ERP to 31 kw, increase ant. height to 1,630 ft.; change type ant. and make changes in ant. system (increase height); remote control permitted; condition.

KTIB Thibodaux, La.—Granted change of remote control authority.

WFLA Tampa, Fla.—Remote control permitted while using nondirectional ant.

***KEPH (FM) Ephraim, Utah**—Granted request to cancel license; call letters deleted.

KWNO-FM Winona, Minn.—Granted request to cancel license; call letters deleted.

KBLA Burbank, Calif.—Granted extension of completion date to June 21.

Actions of Feb. 18

WLSB Copper Hill, Tenn.—Granted license for am station.

WATM Atmore, Ala.—Granted license covering increase of power from 1 kw to 5 kw and installation new trans.

WBAR Bartow, Fla.—Granted license covering installation new type trans.

WQIK Jacksonville, Fla.—Granted license covering change ant.-trans. location and make changes in ant. system; conditions.

WFKY Frankfort, Ky.—Granted cp to change studio location and install new trans.; remote control permitted; condition.

WHP-FM Harrisburg, Pa.—Granted cp to increase ant. height to 780 ft. and change trans. location to Blue Mt., New Harrisburg, Pa.

WERE-FM Cleveland, Ohio—Granted cp to make changes in trans. equipment.

KBAY-FM San Francisco, Calif.—Granted mod. of cp to decrease ant. height to 870 ft., change studio location and type ant.; remote control permitted; condition.

WWIL-FM Ft. Lauderdale, Fla.—Granted mod. of cp to increase ERP to 31 kw; decrease ant. height to 150 ft.; change studio location and type ant.; conditions.

KNDE Aztec, N.M.—Granted mod. of cp to change ant.-trans. and studio locations; delete remote control and side-mount fm ant. and change type trans.; condition.

KATY-FM San Luis Obispo, Calif.—Granted mod. of cp to change frequency to 94.5 mc and type trans.

KTYM-FM Inglewood, Calif. — Granted mod. of cp to change type trans.; remote control permitted.

Actions of Feb. 17

KSEL Lubbock, Tex.—Granted assignment of license to David R. Worley, et al.

WINN Louisville, Ky.—Granted assignment of license to WBC Inc.

WRMT Rocky Mount, N.C.—Granted assignment of cp to Olinda Enterprises Inc.

WMGM New York, N.Y.—Granted transfer of control from Loew's Inc. to Loew's Theatres Inc.

KHMS (FM) El Paso, Tex.—Granted license for fm station.

***KUT-FM Austin, Tex.**—Granted license for non-commercial educational fm station and change main studio location.

KAKC Tulsa, Okla.—Granted license covchange ant.-trans. location, studio location, make changes in DA system (decrease height) and ground system and install new trans.

KBCH Oceanlake, Ore.—Granted mod. of cp to change type trans.

WCPK College Park, Ga.—Granted mod. of cp to specify studio location and change type trans.; remote control permitted.

KNFM (FM) Midland, Tex.—Granted mod. of cp to increase ERP to 4.8 kw, decrease ant. height to 400 ft., change type ant. and trans.; remote control permitted.

Following stations were granted extensions of completion dates as shown: WAKQ Lawrenceville, Ill., to June 25; WEZB Birmingham, Ala., to July 15; KEVE Golden Valley, Minn., to March 15; WCBQ St. Helen, Mich., to June 15; without prejudice to whatever further action may be indicated as result of proceedings on his application for new station in Gladwin, Mich.; KSMA-FM Santa Maria, Calif., to May 5; WJIM-FM Lansing, Mich., to July 2; KFMC (FM) Santa Barbara, Calif., to June 11.

Actions of Feb. 16

KOKE Austin, Tex.—Granted transfer of negative control from Giles E. Miller to G. E. Miller & Co.

WATO Oak Ridge, Tenn.—Granted request to cancel license; call letters deleted.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Feb. 20

Affirmed Feb. 18 action granting intervention of WWDC Inc. Washington, D.C., in proceeding on am application of Alkima Bcstg. Co., West Chester, Pa., et al.

By Hearing Examiner James D. Cunningham on Feb. 24

Continued prehearing conference from March 2 to March 3 at 2 p.m., in proceeding on application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C.

By Hearing Examiner Jay A. Kyle on dates shown

Scheduled prehearing conference for March 6 in proceeding on am application of Tempe Bcstg. Co., Tempe, Ariz., et al. Action Feb. 18.

Scheduled prehearing conference for March 5 in proceeding on am application of Brinkley Bcstg. Co., Brinkley, Ark., et al. Action Feb. 18.

Scheduled oral argument for 9 a.m., Feb. 24, on motion by Walter G. Allen, Huntsville, Ala., that depositions be taken at place other than that designated in notice to take depositions by Marshall County Bcstg. Inc., Arab, Ala., in proceeding on their am applications. Action Feb. 20.

On request by Broadcast Bureau, rescheduled prehearing conference scheduled for 10 a.m., Feb. 27 to 9 a.m., the same date, in Weston, W.Va., ch. 5 proceeding. Action Feb. 20.

By Hearing Examiner Charles J. Frederick on Feb. 20

Scheduled prehearing conference for March 19 on am application of Florence Bcstg. Inc., Brownsville, Tenn.

By Hearing Examiner J.D. Bond on Feb. 19

Granted motion by Naugatuck Valley Service, Inc., and accepted amendment to change engineering data on its application for new am station in Naugatuck, Conn., which is in consolidated hearing with Berkshire Bcstg. Co., Inc. (WSBS), Great Barrington, Mass.; further ordered release date of order to be effective date of order for purposes of appeal.

By Hearing Examiner H. Gifford Irion on Feb. 20

On request by applicant, continued hearing from Feb. 24 to March 13 on am application of Booth Bcstg. Co. (WBBC), Flint, Mich.

By Hearing Examiner Millard F. French on Feb. 20

Granted petition by WTSP-TV Inc., for leave to amend its application for new tv station to operate on ch. 10 in Largo, Fla., to reflect minor transaction affecting 1.0% of applicant's stock subscription.

By Hearing Examiner Annie Neal Huntting on Feb. 18

Granted petition by Miners Bcstg. Service Inc., Kingston, Pa., for leave to amend its am application to make changes in information furnished in Sec. II of its application.

By Hearing Examiner J.D. Bond on Feb. 17

Granted to extent indicated joint motion by Veterans Bcstg. Inc., and Capital Cities Television Corp., for various corrections to

Continued on page 101

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager with sales and program know-how for medium station market. Excellent opportunity for clean, capable young family man with all-around experience and ability, to move up. Send complete details, including photo and present income. Box 808H, BROADCASTING.

Wanted—General manager for number one radio station in large southwestern market. Must be experienced in local sales. Box 866H, BROADCASTING.

Wanted—Partners to manage new stations. Will furnish most of equipment and engineering costs. Low investment for high percentage ownership in excellent markets. Box 951H, BROADCASTING.

Radio manager—If you have a record of pulling one or more stations to the top in your market in sales and audience, we have ownership interest available in group operation. John T. Gibson, WDDT, Greenville, Mississippi.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Wanted—Experienced man to handle combination job of national advertising manager and merchandising manager for a popular Washington, D. C. area radio station. Send background and complete historical data to Harold Thoms, Scenic Highway, Asheville, N.C.

Commercial manager needed for enterprising station. Good salary, commission and percentage await a real producer. Prefer middle-aged man. WDDY, Gloucester, Virginia. Oxford 3-4302.

Sales

Maine radio station requires ambitious hard working man combining talents of live wire salesman and top announcer. We want a man who can assume responsibility. Some air work. Emphasis on sales. Guarantee over $5,000 plus commissions. No prima donnas. Box 724H, BROADCASTING.

Michigan independent adding to sales staff. Major market over 100,000. Top job for money and climbing upstairs. Send picture and details of previous experience to Box 894H, BROADCASTING.

Radio salesman. The "Yankees" need three new additional pitchers! Why pitch in the minors when you can make big league money pitching in top ten market. Be a big leaguer and get on a real big league team. Salary, commission, bonuses, vacation, car expenses. Money making opportunity of life time for young rookies ready for majors. Work with winning team in number one place. For the best pitching job you've ever had rush photo, data. Box 935H, BROADCASTING.

Wanted: Salesman qualified to become sales manager top station Florida east coast. Box 943H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for regional in good market. Guarantee against commission plus car allowance. Send full details to Bill Sloane, KFRD, Rosenberg, Texas.

Broadcast time salesmen and 1st class combo men. Tired of snow? Ask Leroy from Montana how he likes Eureka, California's March-blooming flowers. Write Don Telford, KIEM, Box 1021, Eureka.

Help Wanted—(Cont'd)

Sales

Wanted, experienced salesman for top rated music station. Excellent income for qualified person. Send complete resume, all details including present billings and earnings in first letter or call Gordon Lund, Radio Station KRIB, Mason City, Iowa.

KTIX Radio, Seattle, looking for top salesman who can be sales manager within six months. Base plus commission setup will pay over $10,000 yearly. Guarantee initially $7,200 yearly, plus furnishing car. Send resume and picture immediately. KTIX, Seattle 2, Washington.

National sales manager. KWWL, Waterloo, Iowa.

Salesman who wants to make money for himself and his employer—an experienced man who knows radio and knows how to sell it. Old established station. L. C. McCall, WBLJ, Dalton, Georgia.

Hartford-New Britain, Conn.—lively, powerful network affiliate seeks lively salesman. $50.00 salary, plus 10% commission. Active account list provided. Send details of background to WHAY, New Britain, Connecticut.

WJJL, Niagara Falls has wonderful opportunity for second salesman. Security and good living for self starter. Send photo, background and references. Tom Talbot, Manager.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

North-west station needs announcer capable of informal dry humor on regular record show. Opportunity of lifetime. Reply Box 723H, BROADCASTING.

Need experienced staff announcer and a local news editor for Texas regional in exclusive market. Airmail full qualifications to Box 796H, BROADCASTING.

Good announcer with ability to handle full range of duties on staff of excellent small station. Give details, including photo, audition tape (we'll return it) and present income. Box 809H, BROADCASTING.

Wanted! Three announcers looking for a top caliber operation. New kilowatt North Carolina coastal station. Boating and resort area! New, modern, air-conditioned building! Send tape and resume. Box 822H, BROADCASTING.

Wanted combo man, prefer strong on announcing. Large and expanding organization. Opportunities in several markets. Send resume, salary requirement and photo to Box 865H, BROADCASTING.

Announcer, experienced, for New York state regional 5000 watter. Concentration on gathering and reporting local news. Rush tape to General Manager, Box 893H, BROADCASTING.

New Mexico kilowatt full timer needs good announcer with sales ability. Send tapes and resume. Box 901H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

California station wants announcer who is unable to vent his humorous personality on air where now employed. Top pay. Box 942H. BROADCASTING.

Staff announcer, 1 kw daytimer. Stable, mature, married. News experience, special events. Pay commensurate with ability. Tight production. KASI, Ames, Iowa.

Want: Alert announcer. Experience secondary to desire, potential. We'll help you develop. References, personal data, tapes to KGHM, Brookfield, Missouri.

Announcer-first phone. No maintenance. Two weeks vacation, health insurance, new studios and equipment mobile units, air and auto. Adult programming start at $433.00. Need immediately. Phone Mr. Jae, KHMO, Hannibal, Missouri, NO 3450.

Good, experienced, announcer needed at a small highly professional station. Responsible, permanent person with new ideas, talent. Possibility of sales and writing. 70 to 80 dollars for the right man. Send tape, references, resume to KLGN Radio, Logan, Utah.

Immediate opening for 2 experienced swinging dj's with creative ability. Send complete details including tape or call Charles Loufek, Radio Station KRIB, Mason City, Iowa.

Announcer—Immediate opening. Minimum salary $85.00. If you're fast paced and bright, even more. Send details, tape to Manager, Kenn Maloney. KUVR, Holdrege, Nebraska.

Work in the heart of the Rockies. Center of Colorado hunting and fishing. Wanted combo man, must have first ticket, emphasis on announcing. Contact Bill Corrick, Manager, KVRH, Salida, Colorado.

Washington D.C. area's number one station auditioning exceptional, fast, modern announcers. Send tape. WEAM.

Two combo men needed. Must have voices good enough for southeast's largest market. Engineering minor. Got to handle fast paced adult radio. $150 possible in year's time. Hope you're particular—we are. Contact Don Meyers, WIIN Radio, Atlanta, Georgia.

Disc jockeys boost your ratings! Order your "Deejay showmanship Kit", includes: "Book of 2400 anecdotes and one-liners"; and "Radiomanship Guide", containing proven formulas for building larger audiences. Also, "Hints for DJ Comedy". DeBu Features, 20 E. Huron St., Chicago, Illinois.

Technical

Chief engineer—$6,500, plus all benefits. Must be fully qualified all type equipment, maintenance and repair and directional equipment experience. All new equipment. This is a responsible position with a permanent future. Box 768H, BROADCASTING.

Engineer-announcer with ability to do maintenance and a fair announcing job. Send details, including photo and audition tape (we'll return it). Salary $80 to $100 depending on ability. Box 810H, BROADCASTING.

Multiple operation needs first phone, who also must either announce, gather news, write or sell. Permanent job at fulltimer, with other opportunities. Some experience or genuine talent and ability. Salary open to right person with professional approach on growing facility. Bill Udell; WIMS, Old Chicago Road, Michigan City, Indiana. (No floaters.)

Help Wanted—(Cont'd)

Technical

Chief engineer—am, 250 w, construction experience necessary. Permanent job. No drifters or drinkers. Northeast, established station. Box 895H, BROADCASTING.

Production-Programming, Others

Can you deliver a top-notch, interesting newscast? Can you gather, evaluate and re-write local news? Can you present a comprehensive editorial? If you fill the bill, a happy, alert daytime independent in one of Ohio's top markets would like to have your tape and resume. Salary open. Box 919H, BROADCASTING.

Most listened to radio station in upstate New York's second largest city wants cub reporter to join four-man news staff. Journalism background and knowledge of northwest preferred but will consider all with ability to learn radio news. Send tape, resume and salary expected for beginner to Box 953H, BROADCASTING.

RADIO

Situations Wanted—Management

General manager, 9 years from ground up. Family man, college graduate, first phone, excellent sales record, employed. Box 699H, BROADCASTING.

Young, energetic announcer-deejay. Eight years radio-tv experience. Seeking position as program director, assistant manager small to medium market am, fm or tv operation. Solid programming-production know-how. College grad. Box 821H, BROADCASTING.

Tired? Of charming ineptitude—gimmicked hypos—sagging Hoopers? Manager/sales manager with professional savvy, experience, open to proposition. Box 871H, BROADCASTING.

Doctor says move family to better climate. Three children, susceptible to lung congestion and pneumonia. My health is fine. Offer you 15 years of radio background. Experienced all phases. Manager and majority stockholder in No. 1 rated station in three station market, at present time. Have worked 250 watt ABC, 250 watt indie., 5 kw ABC, and 1 kw CBS. Morning man 10 years top ratings. 38, sober, love radio, can give you top programming and increased sales minus gimmicks. Must be southern California, New Mexico, Arizona. Market 25 to 50,000. Looking for management with air work. Earnings now five figures annually. Must sacrifice ownership, but will be happy to do so in order to give family better health and better opportunities. Box 876H, BROADCASTING.

Have success story, will travel. Manager now employed in small market will trade abilities for money. Will consider assistant manager or sales manager. Under 30, first phone, many hours air experience, proven sales abilities, and a fine family. Money is the object. Box 888H, BROADCASTING.

Broadcast executive. 14 years background in marketing, advertising, network and spot radio-tv sales and management. Outstanding sales record. Creative, personable, excel in human relations. Age, 36. Presently employed as branch director national firm. Desire higher potential. Box 903H, BROADCASTING.

Manager. Seek alert, aggressive organization with modern philosophy and high ethical standards that will intelligently estimate my present successful record, knowledge of modern programming and sales techniques, proven dynamic ideas and methods and high yet realistic ambitions. Earning over $12,000 but desire more opportunity as key man with progressive company. Finest education, references, and background. Impersonal resume and statement of my experience and management philosophy on request. Box 904H, BROADCASTING.

Em-ployed — em-ambitious — em-ready. College, 12 years radio, mid-thirties, family. Complete broadcasting experience. Heavy production-sales. News, sports, programming, dj. Good references. Want management-part ownership. Mid-west preferred. All considered. Box 906H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager desires position with competitive station needing business ability and drive. 14 years experience all phases broadcasting. Nine years sales, sales management and merchandising management. Present employer says I am best analytical salesman in state. My concepts could prove valuable to you. Family man seeking advancement. Desire build equity in going company. West coast or intermountain desired. Box 921H, BROADCASTING.

General manager topping industry records at several stations. Twenty-five years specializing productivity in sales and operations. Seeking new opportunity for maximum revenue expansion. Box 923H, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 42. Confidential. Box 924H, BROADCASTING.

Combination assistant manager-program director for medium market music and news station. Have produced top rated stations. Sales ideas, promotions. Have actively managed station past year, billing up seventy percent in highly competitive market. Not afraid of hard work. Looking for security. Box 949H, BROADCASTING.

Sales

Sales. Apply broad sales background to broadcasting. Capable. Announcing. Copy. Box 881H, BROADCASTING.

Experienced nine years in radio sales, also all phases including management with first phone. Now managing small daytimer. Have been at my present location 3 years. Seek chance to make money. Prefer Texas. Box 952H, BROADCASTING.

Announcers

Sportscaster: Experienced play-by-play all sports. Write news, sports. Box 562H, BROADCASTING.

Can you offer me the big 3-baseball-football-basketball? Box 709H, BROADCASTING.

Announcer-salesman now employed in top ten market, married, family, 29 years old. Deal with announcing only, top salesman, top money earner. Major or medium market only. Box 765H, BROADCASTING.

Country dj available, for the last three years I have been pd, dj with a top ranking, money making country operation. I'd like to relocate. Worker, know promotion, production, top dj, 29, sober, reliable, artist. Best references. Write Box 770H, BROADCASTING.

Polished, professional dj-announcer wants midwest metropolitan market. Married, employed. Box 772H, BROADCASTING.

Staff announcer, workhorse. 11 years experience small market to 50 kilowatt as disc jockey, newsman, programming. Production conscious with know-how. Want security. Family, 35. College. Presently employed. Specialty: record mc. Agency references. Want jobs done as you would do them yourself? Pay me $150 week—I'll move fast. Prefer east. No rock-roll. Box 833H, BROADCASTING.

Announcer, disc jockey. New program sound and format. Integrating adult and teenage tastes into one fast moving, exciting vehicle. For tape, contact: Ken Collier, Box 867H, BROADCASTING.

Country-western dj. Friendly, persuasive. Does "Chester" mimic on spots, promos. Also authoritative news delivery. Tape sent promptly. Box 868H, BROADCASTING.

Girl broadcaster. Capable, versatile. Operate board. Writing, production, publicity, sales. Box 878H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Negro deejay. Smooth patter. Efficient Production. Controls. Audition tape. References. Box 879H, BROADCASTING.

Country/western music. My strongest suit. Capable-staff, controls, sales. Box 880H, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 882H, BROADCASTING.

Announcer, young. Eager to learn. Good background. Cooperative. Operate board. Box 883H, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer. Box 884H, BROADCASTING.

No I am not the best dj. Canadian announcer desires announcer position. Four and a half years in radio. Two and a half as an announcer. Can handle morning show with voice changes, tight production, etc. 23, single, white, 2 years college. Presently employed at five thousand watt station. Write Box 885H, BROADCASTING.

Announcer: Professional radio school graduate. Operate board. Prefer southeast. Married, veteran. Tape. Photo on request. Box 889H, BROADCASTING.

Professional radio school graduate, some AFRS experience. Operate board. Veteran, married, one child. Prefer southeast. Photo, tape on request. Box 890H, BROADCASTING.

Top, fast paced free swingin' dj in southwest state's third market. Knows and loves modern radio. Voice characterizations. Five years in radio. 22—single but steady. Best references. Box 891H, BROADCASTING.

Announcer-engineer, 1st phone. Midnite to dawn or late show preferred. Jazz, classical and pop music shows and programs. Experienced. West coast only. Personal interview required 500 mile radius Los Angeles. Permanent positions only. Box 892H, BROADCASTING.

DJ, extensive jazz and pop background. 7 years experience. Desiring position New York state. Box 909H, BROADCASTING.

PD and big ten play-by-play. Station sold. Wish to relocate in midwest metropolitan area. 7 years with same company. Family man. Box 912H, BROADCASTING.

Newsman. Young, experienced, excellent voice, college graduate, married. Prefer east or north. Now employed, want change. Box 913H, BROADCASTING.

Highly professional dj seeks relocation. Excellent background in music, news, production. College graduate, Harvard, age 35, married. Box 914H, BROADCASTING.

Sportscaster—8 years radio, tv. Major college football, basketball experience. College graduate, married, family. Currently employed. Major market only. Box 929H, BROADCASTING.

Staff announcer. Experienced all phases. Well-rounded background. Degree. Box 925H, BROADCASTING.

Ten years, solid references. Finest of disc and news work. Veteran with college. Operates board. Prefer night work. Box 928H, BROADCASTING.

Experienced combo-man (first phone) desires permanent position, preferably with television potential. Now available. Box 931H, BROADCASTING.

Announcer-dj. 4 years experience. 2 years at 1 kw, 2 years at 5 kw. Married, veteran, available April 1st. Box 936H, BROADCASTING.

Sportscaster, radio-tv. Your city have high caliber baseball, football, or basketball team? Need someone to sell that team to public? Box 934H, BROADCASTING.

Have afternoon format—desire personality spot to air really smooth, nice show. Locale not too important—opportunity is. Box 941H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone announcer, employed. Three years experience all phases. Program all music except rock and roll. Mature, dignified delivery. College. Single. Desire better market within hundred miles Washington. Box 944H, BROADCASTING.

The voice that sells: Versatile announcer—highly skilled—all phases of broadcasting, operate board. Try me. Box 945H, BROADCASTING.

Announcer, 2 years NY staff. Run tight board. Previous 6 years show biz. Looking for warm, pleasant market. Box 948H, BROADCASTING.

Negro rhythm and blues dj. Personality shows combined with effective sales appeal. Tape, resume on request. Rudy Brown, 6523 S. Peoria, Chicago. Hudson 7-1836.

Announcer-dj, first phone. Married, vet, college. Experienced net and indie operation, presently employed, would like to relocate on west coast. Available March First. Steve Muzzlo, 1302 N. Flower, Santa Ana, Calif., Kimberly 3-4858.

Technical

Chief engineer 20 years experience. Planning construction and operating and maintenance of am-fm-tv. Presently employed. References. Florida only considered. Box 920H, BROADCASTING.

First phone, six months experience tv engineer, four months radio chief engineer-announcer. Desire position as engineer-announcer in Ohio, Indiana, Kentuck area. Reply Box 930H, BROADCASTING.

First phone wants work in lower Michigan. Louis Smith, MVVS, Route 3, Plainwell, Michigan.

Production-Programming, Others

Fifteen years, program manager news, sports editor. Box 870H, BROADCASTING.

Continuity director. Eleven years radio-tv. Fast, co-operative, excellent references. Available immediately. Box 887H, BROADCASTING.

Program director-dj: The big "IF"! "IF" you're looking for a man who can produce; "IF" you want an alive and vital program and promotions department; "IF" you need someone who can handle personnel; "IF" you're looking for someone with ten years radio experience from network to McLendon in major markets; this I can offer, "Plus" air personality. "IF" all the answers to above are yes, contact Box 905H, BROADCASTING.

Producer, director, production director. Family. Presently employed. Imaginative, personable and thoroughly experienced in all phases of production. Desires position with progressive organization, excellent references. Box 907H, BROADCASTING.

Ambitious, creative, employed, married director desires 250 thousand plus market. Metropolitan experience, degree, highest references. Box 916H, BROADCASTING.

Northwest quarter of United States. 12 years radio, tv. Family. Now production manager of metropolitan Storz type station. Want program director or assistant manager job. Thorough knowledge all phases station operation. Net type or music and news. Box 932H, BROADCASTING.

15 years experience, including 7 with Storz. Now in the second year program director for formula independent; production experience. Wish to explore programming and/or managing possibilities. Box 933H, BROADCASTING.

We write radio copy $1.00 per spot. Guaranteed. Box 5861, Tucson, Arizona.

Continuity-sales-traffic, brainy, creative copy. 60 wpm. Two small children, wife. $300 minimum. Bag packed, relocate anywhere. Need job immediately. David Kaye, P.O. Box 571, Danville, California.

TELEVISION

Help Wanted—Management

General manager, regional television network with executive and sales ability. Areas of responsibility: National sales, network relations, programming. Organizational ability essential. Send resume, references, salary requirements. Box 780H, BROADCASTING.

Announcers

Staff announcer to do live television commercials and ad-lib commentary on NBC affiliated station. Live news and weather experience essential. Top salary, plus profit-sharing plan. Send photo and full experience, Box 874H, BROADCASTING.

Immediate opening for tv announcer. Excellent opportunity to grow with successful young station. Contact Chris Donaldson, KETV, Omaha, Nebraska.

TV staff announcer: TV experience not required. Send pictures, tape, and details to Don Stone, KTIV, Sioux City, Iowa.

Expanding staff wants experienced, hard-sell, on-camera announcer. Air mail special resume and photo to John Radeck, P.D., WJBF, Channel 6, Augusta, Georgia.

Technical

Basic CBS mid-west vhf tv station needs qualified engineer with master control video switching and maintenance experience. Top salary, retirement plan, paid hospitalization and life insurance. Send photo and past experience to Box 766H, BROADCASTING.

Television transmitter engineer for mountain top transmitter in California. First phone. Wonderful fishing, boating, hunting, sports in area. Interested parties reply Box 800H, BROADCASTING.

Experienced tv transmitter operator. RCA 50 kw transmitter. Midwest. Send full details to Box 908H, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Transmisster engineers for combined radio-tv operation. Southeast. Good pay scale commensurate with ability and experience. Excellent working conditions in major market. Send picture and complete background information first letter. Box 828H, BROADCASTING.

Need experienced television engineer with first phone desiring to live in Nebraska. Box 917H, BROADCASTING.

First phone engineer, transmitter, video, audio and cameraman. Experienced, for RCA uhf equipment. Qualifications and resume first letter to Herbert H. Eckstein, Chief Engineer, WTVO, Box 470, Rockford, Illinois.

Production-Programming, Others

Immediate opening for experienced tv copy writer in east coast basic NBC station. Send resume, photo and salary requirements to Box 839H, BROADCASTING.

Program director . . . to plan, direct and co-ordinate all live programming of basic CBS station in mid-west. Past pd experience in commercial television operation necessary. Include full details first letter. Excellent opportunity and salary to right man. Box 875H, BROADCASTING.

Office manager-accountant. Grow with vhf. Immediate opening for experienced person in beautiful Cedar Rapids, Iowa. Contact Redd Gardner, General Manager, KCRG-TV.

Need experienced sales promotion man to assist with presentations, merchandising and associated creative assignments for top CBS outlet. Good copy writing and a flair for workable ideas is required. Please send complete information on your background, references, samples of your work if possible and salary requirements. Job open immediately. Contact KRLD-TV, Dallas, Texas.

VIDEO FIELD ENGINEERS

AMPEX CORPORATION, world's largest manufacturer of precision magnetic recorders, needs qualified video engineers at several field locations and home office. Will be engaged in applications engineering, installations, maintenance and service of Ampex VR-1000 Videotape* Recorder and associated systems at commercial, industrial and military locations throughout United States.

Substantial audio and video technical education plus three years television station operation or maintenance experience, or equivalent, required. Moderate travel. Opportunities for advancement to supervisory engineering and sales positions for anyone with energy, talent, and self-drive.

To qualify you must have the appearance, manner, and ability to meet and deal with management and engineering personnel. Salary plus profit sharing and liberal company benefits. Send resume, availability and salary requirements to John Doolittle, Supervisor Technical Recruiting.

2402 BAY ROAD
REDWOOD CITY, CALIFORNIA

VIDEOTAPE AMPEX CORPORATION professional products division

* TM AMPEX CORP.

Help Wanted—(Cont'd)

Production-Programming, Others

Promotion director wanted. Excellent opportunity for good man. Must have experience in radio and/or television. Job entails supervision, as well as execution, of newspaper advertising, program, station, and market promotion in trade press, on the air promotion, research and development of sales promotion aids. This is a four-person department in a 10-year CBS station. Excellent market of over 400,000 television homes. You will like our climate, living conditions and fellow workers. Send complete story of your experience, family status, salary requirements and photograph, if available. Write General Manager, WFMY-TV, Greensboro N.C.

TELEVISION

Situations Wanted—Management

Experienced tv station manager available immediately. Background includes installation of two vhf stations from hiring personnel, buying film to operations. Well versed all phases programming, sales. References. Box 831H, BROADCASTING.

End the struggle. Increase profits, efficiency, prestige—permanently. Write, wire: Box 939H, BROADCASTING.

Sales

Hard working salesman. Excellent television experience. Top references. Write Box 938H, BROADCASTING.

Announcers

Versatile, talented, announcer, director-switcher. Have done successful children's and weather shows. Also am writer-cartoonist. Over eight years radio-tv experience. College grad. Seeking permanent position with progressive station. Box 820H, BROADCASTING.

TV announcer; experienced, live, film, commercials. Ready for top market. Box 896H, BROADCASTING.

Technical

11 years experience, supervisory and chief medium sized am-fm-tv desires opportunity in medium or large station. Box 774H, BROADCASTING.

Tv cameraman, studio, control room operations work desired. Light experience, have first phone, projectionist license, tv workshop grad. Willing to relocate. Box 946H, BROADCASTING.

First phone—no experience. Interested in tv work. Young and anxious to learn. Available immediately. Glenn Knight, Box 731, Abernathy, Texas.

Production-Programming, Others

Director-writer with eight years station and agency work is fully experienced in show and spot production. Excellent record in large market where pay is low. Desires change to better working market. Employed, references. Box 696H, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 823H, BROADCASTING.

Radio-tv program-production manager. California net, desires east. References. Box 856H, BROADCASTING.

Operations or production manager. Presently employed program director small market vhf. Family, college. Best references, proven record all phases. Flexible. Sales and organization minded. It will take more than this ad, I know, but I feel resume and personal interview will convince. Box 869H, BROADCASTING.

Producer-director. Eleven years experience all phases radio-tv. Currently production manager major market station. BS degree, finest references. Married, veteran. Resume Box 873H, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Cooperative. Box 897H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced television photographer. Excellent photography background. Top references. Write, Box 911H, BROADCASTING.

Production manager, Solid background tv, radio, agency, film, photography. Engineering degree. Box 926H, BROADCASTING.

Available — Production supervisor. Eight years network experience. For resume and information write Box 937H, BROADCASTING.

FOR SALE

Equipment

4 used guide towers for sale. Height 200 ft. Towers are ready for immediate shipment. 3 solid stock towers approximately 18 inches cross face. (Truscon Steel Co.) 1 made by Stainless, Inc. All towers are in very good condition. Box 631H, BROADCASTING.

Raytheon RA-250 transmitter in excellent condition. Save ⅓ price of new transmitter. Box 692H, BROADCASTING.

Tower—guyed 60 foot with 6 bay high band tv socket. On west coast. Write Box 805H, BROADCASTING.

Have for sale one Western Electric D-87526 5 kw transmitter with D-87522 AC power panel tuning unit 12,000 volt power supply, filament motor generator, 500 to 1000 watt driver unit limiter amp. All equipment now in service. Address all mail to Box 886H, BROADCASTING.

Instant echo and filter for less than $150.00! Complete plans, drawings, $100.00. Box 910H, BROADCASTING.

One Collins 212 B console with power supply and relay panel. 2 and 3 speed QRK transcription turntables. 1 Magnecorder tape machine. Box 915H, BROADCASTING.

Collins remote amplifier 12Z4, new, excellent condition—$300. Box 927H, BROADCASTING.

Two (2) "Ampex" factory modified 401's in good condition. $600.00 each. Box 950H, BROADCASTING.

FM, three kw G.E. transmitter. Used. Good condition. Write offer 1026, 425-13th Street, N.W., Washington, D.C.

Two-230 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. Ready for shipment soon. Write KCBQ, San Diego, Calif.

One Motorola micro-wave system FSTM-3, color modified, frequency range 6875-7125 mc, power .15 watt, excellent condition, available immediately. Make offer, L. Bellwood, KFSD-TV, San Diego.

Gates BC-500-d, 500 watt am transmitter, complete less tubes. Phone 830, WAVU, Albertville, Alabama.

UHF equipment used but in perfect condition. GE TT25A 12kw transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, Tv-21 visual demodulator, sweep oscillator and General Radio monitors. Also 430' Stainless type G tower with lighting, 400 feet 7⅛x15-inch wave guide, 2 4' Raytheon 7000 mc parabolas with horns and mounting brackets. Contact Beecher Hayford, WESH-TV, Daytona Beach, Fla.

(1) type BQ-102 RCA automatic turntable capable of playing 120 selections at 45 rpm, complete with control box and all accessories excluding pre-amp. Selections made by push-button control located remotely from mechanism. Leaves existing turntables free for E.T. playing. Excellent condition. Contact Chief Engineer, WITH, Baltimore, Maryland.

7000 mc Motorola tv—STL equipment, complete with program audio channel and 4 foot dishes. Factory modified for color. Contact Chief Engineer, WTVD, Durham, N.C.

Portable Magnecordette model PT-6A 250 ohm mike input. Including case. Excellent condition. $395 including freight USA. WWKY, Winchester, Ky.

Two Comax record players for background music and public address. Beechner's Supermarkets, Lincoln, Nebraska.

FOR SALE

Equipment—(Cont'd)

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

FM-GE BT-1A 1 kw fm transmitter. In A-1 working condition. $2,650 fob Houston, Texas. W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

1 kw-fm transmitter G.E. type—BT-2-A. Best offer over $2,000.00. Contact: Norman Paul, 44 W. El Caminito Ave., Campbell, Calif.

Am, fm, tv transmitters, studio equipment, camera chains (color and mono), consoles, STL, etc. Selling equipment? We have complete facilities for reconditioning. Technical Systems Corp., 12-01 43rd Avenue, L. I. C. 1, N. Y.

Several used towers in top condition, including insulated am broadcast towers. Inquire Tower Construction Co., P.O. Box 1828, Sioux City, Iowa.

Audio equipment—professional series—used tape recorders, microphones, amplifiers, consoles. Write for list of materials available. U.S. Recording Company, 1121 Vermont Avenue, N.W., Washington 5, D. C.

WANTED TO BUY

Stations

Cash for profitable or unprofitable station in western Pennsylvania or N.Y. No brokers. Box 713H, BROADCASTING.

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Equipment

Console or consolette give make, age, condition, best price delivered West Virginia, and availability. Box 769H, BROADCASTING.

Wanted: 4 or 6 feet 940 mc dishes, cable and fittings. Box 793H, BROADCASTING.

Want: Tape recorders, 3-speed turntables, with, without cabinets, filters, pre-amps. KGHM, Brookfield, Missouri.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Would like to locate Donald E. Gallese, worked as an announcer in several California stations. Send information to Box 918H, BROADCASTING.

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. P.O. Box 906, Denver 1, Colorado, Acoma 2-7539.

Magnetic tape duplication and distribution service. Any size lot. Magnetic Recording Associates. Corbin, Kentucky.

RADIO

Help Wanted—Sales

SALESMAN

Top station in top market . . . full-time 5000 watts in May of 59—offers position to energetic, go-getter. Direct and agency account list. Guarantee and most attractive sales plan in town. Write to WICE—Providence—send full details.

Announcers

Eastern Pennsylvania

Two top rated music stations need two fast moving D.J.'s with modern radio sound. Salary and Hops can net you $5,500 or more the first year. Rush letter, photo and tape immediately.

Box 922H, BROADCASTING.

RADIO

Situations Wanted—Announcers

HOME FROM THE SERVICE! Experienced announcer, operate own board, write, sell, college grad., radio grad., 6 years acting, pro-athlete, 24, married. Best offer gets me. Available now.

Box 947H, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

TELEVISION WRITER

VanSant-Dugdale, long established 4-A Baltimore Advertising Agency of over 100 people needs a writer for growing TV-Radio Department. He must be experienced in commercial writing, able to develop ideas and write with a minimum of supervision. Work involves live and film TV and radio. Salary open, profit-sharting, retirement plan, life insurance. If you qualify send resume, including salary requirement to Personnel Director, VanSant-Dugdale & Co., Inc., 15 E. Fayette St., Baltimore 2, Maryland.

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

STATIONS • FOR SALE

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080 offers: Southwest single fulltime regional, money-maker, $170,000 with $47,500 down. Single regional daytimer, in black, $100,000 third down. Southwest fulltimer making money, $90,000 1/3 down very EASY PAYOUT. Southwest regional multiple, $35,000 & $10,000 will handle.

Interest in 250 W going station in Oregon. Excellent community—good potential. 48% for $30,000. $10,000 down, balance easy terms. Contact:

Lee Boner
KFLY
Corvallis, Oregon.

METROPOLITAN MARKET DAYTIMER

Southwest. Going fulltime. Excellent history of sales and ownership earnings. Priced less than one and one quarter annual gross at $150,000. 29% down with balance on easy terms.

Box 940H, BROADCASTING

Texas	Single	1kw-D	$30M	terms
Fla.	Single	250w-F	55M	terms
Ala.	Medium	1kw-D	$65M	terms
Calif.	Single	500w-D	100M	terms
W.Va.	Small	250w-F	$30M	cash
S.E.	Monop.	A.M. & N.P.	150M	terms
Ky.	Single	500kw-D	70M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	250w-F	155M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	325M	terms
Ga.	Large	500w-D	$75M	terms
South	Medium	VHF-TV	750M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta — 1182 w. peachtree
chicago — 205 w. wacker
new york — 1270 ave. of americas
santa barbara — 33 w. micheltorena

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Daytimer. Pacific Northwest. **Gross $72,000 year.** Operated from own building and land. **$28,000 down.**
Have you asked us about our many other fine buys?

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 96

transcript in proceeding on their applications for new tv stations to operate on ch. 10 in Vail Mills, N.Y.

By Hearing Examiner Herbert Sharfman on Feb. 18

Denied motion by Tribune Publishing Co. for continuance of scheduled dates in proceeding on its application and those of KPOJ Inc., and Fisher Bcstg. Co., for new tv stations to operate on ch. 2 in Portland, Ore.

By Hearing Examiner Basil P. Cooper on Feb. 19

Granted motion by Hall Bcstg. Inc. for continuance of date for exchange of written exhibits from Feb. 23 to March 13, and for evidentiary hearing from March 2 to March 26 in proceeding on its application for fm facilities in Los Angeles, Calif.

By Hearing Examiner Isadore A. Honig on Feb. 19

On own motion, continued prehearing conference from Feb. 27 to March 6 in proceeding on application of Quad Cities Broadcasting Co. for am facilities in Brazil, Ind.

By Chief Hearing Examiner James D. Cunningham on Feb. 18

Granted petition by WWDC Inc. (WWDC), Washington, D.C. to extent that it is concerned with intervention in proceeding on am application of Alkima Bcstg. Co., West Chester, Pa., Herman Handloff, Newark, Del., and Howard Wasserman, West Chester, Pa., and petitioner is allowed participation with reference to the proposed operations of Alkima and Wasserman.

By Hearing Examiner Thomas H. Donahue on dates shown:

On request by Lakeside Bcstrs., Sparks, Nev., continued hearing from Feb. 17 to 2:00 p.m., Feb. 25, in proceeding on its am application. Feb. 16.

On request by Broadcast Bureau extended time from Feb. 18 to Feb. 27 to file proposed findings in proceeding on am applications of Pan American Radio Corp., Tucson and Vernon G. Ludwig, Benson, both Arizona. Action Feb. 17.

By Hearing Examiner J.D. Bond on Feb. 17

Granted petition by Broadcast Bureau for extension of time from Feb. 16 to March 3 to file proposed findings of fact and conclusions of law and from March 2 to March 17 to file replies in proceeding on am applications of Capitol Bcstg. Co., East Lansing, and W. A. Pomeroy, Tawas City-East Tawas, both Michigan.

Granted motion by Equitable Publishing Co. to extent that filing of proposed findings of fact and conclusions of law and replies will be allowed within time periods that will be fixed by subsequent order in proceeding on its am application and that of Donald W. Huff, both Lansdale, Pa.

By Hearing Examiner Isadore A. Honig on Feb. 17

Granted informal request by Evanston Bcstg. Co., respondent, for continuance of further hearing scheduled for Feb. 18 to a date to be determined by a subsequent order in proceeding on am application of Russell G. Salter, Aurora, Ill.

Granted motion by John Laurino, Scotland Neck, N.C., for continuance of procedural dates applicable for further proceedings on his am application and that of Old Belt Bcstg. Corp. (WJWS), South Hill, Va.; continued hearing from March 16 to March 31.

By Hearing Examiner Forest L. McClenning on Feb. 16

Granted petition by WRAC Inc., Racine, Wis. for leave to amend its am application to reflect relocation of ant. to different portion of proposed ant. site.

PETITIONS FOR RULEMAKING FILED

Fm Unlimited Inc., Chicago, Ill.—Requests rulemaking to insure complete and equitable utilization of 88-108 mc band assigned to fm.

Philco Corp., Philadelphia, Pa.—Requests rulemaking proceedings looking towards adoption of compatible stereophonic sound transmission standards for fm broadcast service, and authorize existing licensees to offer commercial service of this character.

Philco Corp., Philadelphia, Pa.—Requests rulemaking proceedings looking towards adoption of compatible stereophonic sound transmission standards for tv broadcast service, and authorize existing licensees to offer commercial service of this character.

PETITION FOR RULEMAKING DENIED

WKJB Mayaguez, P.R.—Petition requesting institution of rulemaking looking toward allocation of ch. 11 or 13 to Mayaguez, P.R., and intermediate reallocations denied. Ann. Feb. 20.

Now! The Broadcasting Industry can help

RADIO FREE EUROPE

beam the Truth behind the Iron Curtain

Radio Free Europe has one of the toughest, most important broadcasting jobs in the world. It's to beam the truth behind the Iron Curtain.

This year we need the help of the broadcasting industry to do this job.

Radio Free Europe is inviting the American Public to send their own Truth Broadcasts behind the Iron Curtain, over the facilities of Radio Free Europe. Free trips to Europe and powerful short wave radios will be awarded for the best Truth Broadcasts.

In order to alert the public to this program, The Advertising Council and its volunteer task force from Ted Bates & Company have prepared a series of short radio and television announcements inviting participation. By now you have received these announcements.

Please use them. It's the best way you can help to get the truth behind the Iron Curtain.

YOU CAN GO ON A EUROPEAN INSPECTION TOUR!

Four representatives of broadcasting stations that best promote Radio Free Europe's Truth Broadcast program will be invited to go to Munich and Lisbon to inspect Radio Free Europe's facilities. Further information is available through the National Association of Broadcasters.

SEND YOUR RADIO FREE EUROPE PROMOTION REPORT TO:

Radio-TV Participation Program
Crusade for Freedom
Box 35-A
Mount Vernon 10, New York

ADVERTISING COUNCIL · PUBLIC SERVICE ·

HELP AIR THE TRUTH! HELP SHARE THE TRUTH!

BROADCAST RADIO FREE EUROPE ANNOUNCEMENTS OVER YOUR STATION

OUR RESPECTS TO . . .

James Aloysius Byron

Back in the mid-1930s James A. Byron, a young white-collar railroader, watched rows of figures dancing over accounting sheets in the Fort Worth office of the Fort Worth & Denver Railroad. His heavy eyelids, sagging from two fulltime jobs and lack of sleep, gave him statistical fits.

What a hell of a way to run a railroad career, Jim Byron muttered to himself. A young man of action, he promptly quit the railroad to concentrate on the other fulltime job—all-chore newsman on the morning side of the *Fort Worth Star-Telegram*. He had been at the newspaper two years and recently had been elevated from temporary to permanent status.

The way Jim Byron got into the newspaper "game," as it was called in that era, was typical of his quietly aggressive approach to any problem. One day at the close of his 8 a.m.-5 p.m. shift in the railroad office he approached James R. Record, then managing editor of the *Star-Telegram*, with a proposition.

"Here's what I told him," Mr. Byron recalled. "I said I was working at the railroad but wanted to be a newspaperman and would work free." The applicant, eager though not too experienced, made a good impression and Mr. Record took him up on the deal. He was in his late 20s, had a college background and was charged with the dedicated zeal that seems to mark the successful newsman.

Day and Night • After his day's work at the railroad, Jim Byron reported at 6 p.m. in the *Star-Telegram* office. He'd had a little experience as stringer for *Sporting News*, but otherwise was starting from scratch. After a few weeks he was hired on a temporary basis to fill in for men who were ill or on vacation, extending his newsroom trick from midnight to 2 a.m. This went on for two years when he was offered a fulltime staff job. That soon ended his railroad career.

Then came the radio break—a daily early morning quarter-hour newscast on the *Star-Telegram's* station, WBAP. Harold Hough—who had been running WBAP 15 years, and still is—was responsible for the chance. Again Jim Byron ran into the sleeping problem. At that time all WBAP newscasts originated at the *Star-Telegram* and were handled by newspaper staff members. Young Byron was on the newspaper's morning-edition copy desk. That meant he worked the usual night trick on the paper, finishing at 2 a.m. Next he went out for a bite though he never could figure whether he was eating breakfast, lunch or supper. After eating he returned to the office and started work on his 6:15 a.m. broadcast (every morning except Sunday).

After a few weeks on the air a retired English teacher living in central Texas started sending him helpful letters. "In a gentle but persuasive way she would point out mistakes I had made in pronunciation and grammar," he recalled. "That went on for a couple of years at which time she wrote to tell me that I was doing fine and didn't need her help any more. I never met my mentor but I shall be eternally grateful to her for her unsolicited but valuable assistance."

One morning in the late 30s when Adolf Hitler was throwing his weight around in Europe, Mr. Byron received a long-distance call after his newscast about Hitler goings-on. The caller didn't introduce himself. He asked detailed questions for a half-hour about the European problem.

"I was beginning to feel pretty important about the whole thing," newscaster Byron said. "Then it dawned on me that my caller was Amon Carter, owner of the newspapers and station. That inflated my ego some more but I simmered down later in the day when I realized that Mr. Carter never accepted anything at face value until it had been printed in the *Star-Telegram*. This was simply a matter of loyalty and confidence to him."

Directive From Boss • Late in 1944 Mr. Hough sent for me. "He told me WBAP was going to put in its own news department and I could have the job if I wanted it. I did, and he sent me away with a comment that showed his ability to handle men and get the best out of them: 'You know what we want and how to do it. Do it the way you think it ought to be done.'

"That's what I've been doing ever since," Mr. Byron said. "Who could want a better deal, or a better boss than that?"

He formed a news staff, described as the first of its scope in the Southwest. Reporters were installed in nearby Dallas, with rewrite personnel and newscasters in Fort Worth. With the arrival of television, WBAP-TV pioneered in its news treatment on tv. The staff was expanded to include news film coverage and the famed *Texas News* telecast had its first showing in September 1948. It has been on the air continuously ever since, winning a grand total of 15 national broadcast awards.

Jim Byron has been an active citizen in his profession. In 1953 he was elected to the national executive council of Sigma Delta Chi, following his service as president of the Fort Worth chapter of the journalistic fraternity. In 1955 he was elected national secretary, the first person from broadcast journalism to serve as a national officer of SDX. Next he held the offices of vice president for expansion and vice president in charge of professional chapter affairs.

Professional Eminence • Last November at the San Diego convention he attained the coveted position of national president. Next autumn he will preside over the fraternity's 50th Anniversary convention in Indianapolis. In 1954 he served as president of Radio-Television News Directors Assn. The association gave him its 1957 national award for the best tv news operation. Judging was handled by Medill School of Journalism, Northwestern U. This famed journalism school included his photo in a gallery of leading broadcast journalists.

There's one fetish that gets this easy-going, smiling news director of WBAP-AM-TV red-necked every time he thinks about it—rip-and-read reporting. "Some of these jokers who do the reading can't resist the impulse to scatter around some of the same corn that is their stock in trade as disc jockeys," he said.

James A. Byron was born Jan. 31, 1903, in Denver. The Byron family moved several times during his early life. He attended St. Vincent's College at Cape Girardeau, Mo., and U. of Missouri. Sundays he attends St. Patrick's Cathedral. He is a widower.

Sports events interest Mr. Byron but his seven-day work schedule doesn't allow much time for golf, his favorite. "Maybe next year," he said.

Not wanted: 'rip 'n' read' reporters

Numbers game

WHEN newspaper and magazine writers run out of things to say, they often resort to a trusted but specious device—counting the fictional murders on the air to prove that television (it used to be radio) is educating the young in crime and violence.

We saw a show on television the other night, and it had six murders—all gruesome. Now if the quality of television is to be measured by the incidence of mayhem, the show we saw ought never to have been brought to the air. Six murders in one program? Think of the effect on the kiddies.

In case you want to write your Congressman about this outrage, the show was "Hamlet," and it was broadcast on CBS-TV.

Lethal levy

IT is too early to assess the full and probably devastating impact of last week's Supreme Court decision giving the states the right to tax income of out-of-state companies on sales made in each state. But the outlook is gloomy. At first blush, it seems to mean that every company engaged in interstate commerce (including all facets of broadcast operations) will have to pay tribute to each of the 49 states on sales made within their borders.

Heretofore, as the three-judge minority commented, Congress has had the exclusive power to regulate interstate commerce. But the six-man majority now has held otherwise, even to the point of permitting "multiple taxation", providing the levy is not discriminatory.

There are now 35 states that collect intrastate taxes. It is now legal for them to levy imposts on any companies doing business in their domains, whether or not they maintain offices within the state. With state governments frantically seeking new revenue sources, those 14 states that do not now have intrastate levies can be expected to grasp the new tax windfall as fast as their legislatures can move.

If invoked to the letter, the decision could load broadcast stations, along with all those with whom they do business, with the worst burden since federal taxes were imposed. It presumably means that stations can be taxed on their spot income from sales by their national representatives, branch offices, or by their own salesmen working outside of home state limits; that every affiliate could be subject to special imposts on network revenue to be paid the states in which each program originates; that every syndicator or equipment manufacturer would pay to each state a percentage of his sales in those states, and possibly that every advertising agency and advertiser could be assessed by each state on the revenue derived from that subdivision.

Although there has been no competent legal interpretation yet, there may be escapes available to the advertising media, including broadcasting. The Supreme Court ruling was based on two cases—involving Georgia and Minnesota. Both dealt with the selling of merchandise, as against services such as are involved in the communications media. Whether this is a difference with special meaning must await future interpretation.

The other possible escape lies in the applicability of the First Amendment to the communications media. In last year's Baltimore advertising tax case, Circuit Judge Joseph L. Carter declared the 4% and 2% imposts unconstitutional because they "violate the fundamental guarantees of freedom of the press". Then this significant conclusion:

"The press, religion and speech are constitutionally entitled to freedom from the control of the governments of the United States and of the States. They are, therefore, immune from any form of regulation or taxation which can be used, directly or indirectly, as a means of political control."

Newspapers and magazines, along with radio and television, will act promptly in seeking Supreme Court relief from this startling new ruling. Even should the communications media be exempted, the impact on those who sell goods via advertising will be felt by the media.

Proper forum

THE Supreme Court's decision in the NBC-Westinghouse case last week was bad news for NBC and its parent, RCA, but we think in one important respect it was good news for broadcasting in general.

From the RCA-NBC point of view, the decision could spell serious trouble. Assuming the government persists in prosecution, RCA-NBC must now defend the swap with Westinghouse of Cleveland and Philadelphia properties.

But from the general view, the Supreme Court's decision clarifies what was beginning to be a very muddled issue. The court said with finality that it is the Justice Dept., not the FCC, that has primary jurisdiction and responsibility to enforce the antitrust laws.

This means that Justice can no longer urge the FCC to adopt regulations in the antitrust area by suggesting it is the FCC's primary responsibility to do so. Take option time, for instance. High Justice officials have said they thought network option time violated the antitrust laws, but they have also said it would be nice if option time were outlawed by FCC regulations.

If the FCC outlawed option time, it would spare Justice the difficult job of proving its case in court, but it would not guarantee the networks who wish to preserve option time a competent forum in which to plead their case.

The Supreme Court has restored clarity to this problem. The option time matter has been submitted to Justice by the FCC majority which held that option time was necessary. If Justice wants to challenge option time, it must now do so in the courts; it cannot get the FCC to do the dirty work.

Drawn for BROADCASTING by Sid Hix

"Met the new man in the paint shop yet?"

If you

make it for a dime, sell it for a dollar and it's habit-forming, then you don't need us. (Although we'd like to meet you.)

If not,

the best way to sell your product in the great Northwest is through the tremendous selling power and impact of the Northwest's first television station

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS · NBC

REPRESENTED BY EDWARD PETRY & CO., INC. — A GOLD SEAL STATION